

# Starchroom Laundry Journal

First in the Laundry Industry Since 1893

SEPTEMBER 1957

What's Behind the

HOLLYWOOD

STORY



Congratulations!

Betty  
Best  
Program  
Renewed



## 1954 Census Reveals:

▶ Total industry sales jump 41%  
over 1948

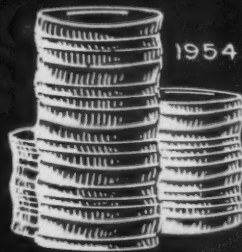
▶ Service companies with route and  
central services do bulk of

1948

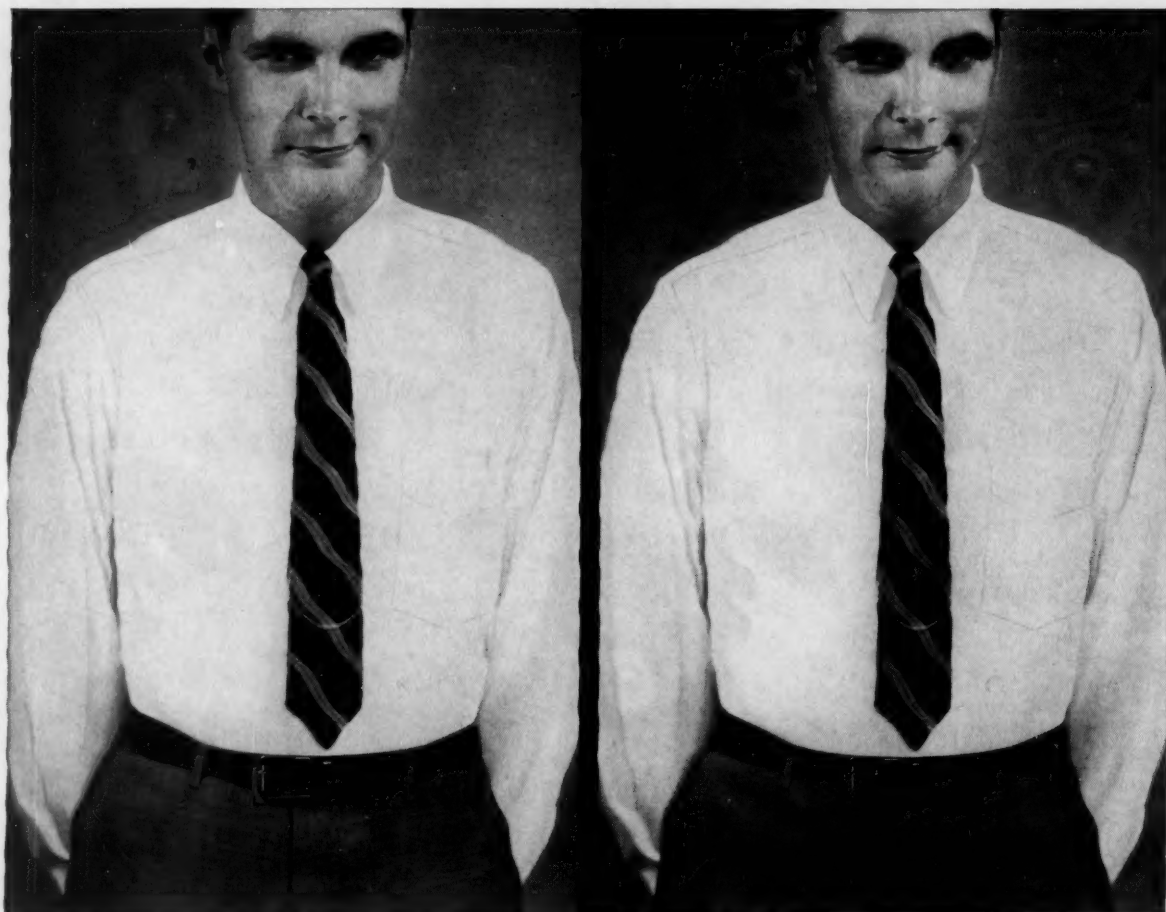


\$1.3 BILLION

1954



\$1.6 BILLION



## Which shirt is starched for Profit?

The shirt on the left is starched with H.I.S.\*—the new Huron Instant Starch. The shirt on the right is starched with Velvet Rainbow®, the accepted standard of quality of the industry. *Both shirts are starched for profit . . . for both starches produce the finest wheat-quality work that assures customer satisfaction every time. New H.I.S. has been proved by extensive testing in commercial plants throughout the country. Both*

\*Hercules Trademark

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Virginia Cellulose Department



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H.I.S. and Velvet Rainbow give you top-quality finish and feel at a cost of less than a penny for every five shirts.

So choose the one that best suits your needs, and count on Huron to help put more starch in your profits! Call your laundry distributor today!

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**HURON INSTANT STARCH . . .** the only instant that gives you wheat-quality starching with every load.



**VELVET RAINBOW STARCH . . .** guaranteed 50% velvet wheat—famous for quality for over 35 years.

Go first class with

# SILVER SEAL

BASKETS and trucks



Sewed with heavy duty premium cotton thread.

Easy to clean with damp cloth. Will not snag clothes or nets. Elevated baskets and trucks sizes 2-bushel through 4-bushel made in a one-piece leak-proof construction.

Elevated units may be had with hose for drainage.

featuring bodies of

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because they're

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EXCLUSIVELY

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*SpeedMatic*

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Available on the BISHOP *SpeedMatic* 2-Position COMBINATION SHIRT FOLDER or, as a SEPARATE ATTACHMENT for Any Manual Shirt Folder.

**SAVE SEVERAL SECONDS PER SHIRT  
WITH EASIER, FLAWLESS  
FOLDING!**

**CUTS TRAINING TIME**

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... quickly reach efficiency production

You speed output up to 10%, improve quality noticeably and boost profits when manually-operated tables are equipped with SpeedMatic Shirt-Folding Arms. Unit reduces motions, lessens fatigue, provides uniform quality from all operators, even the beginners. Furnished with integral shirt-folding blade (size to your specifications) and full instructions. No. B1-16, \$195.00.

**EXCLUSIVE  
*SpeedMatic*  
FEATURES:**



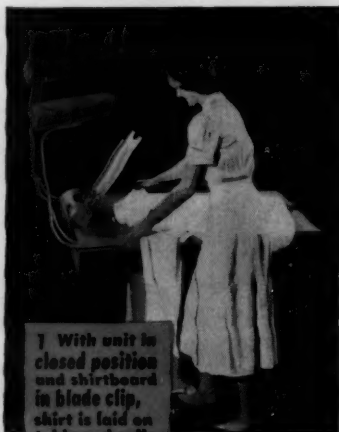
All shirts from all operators are folded alike, square and neat



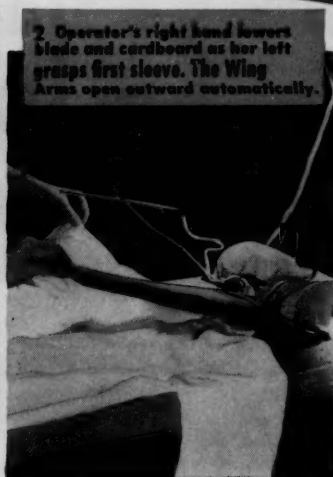
Shirt body and sleeves get fewer wrinkles



Shirt cuffs never get broken



1 With unit in closed position and shirtboard in blade clip, shirt is laid on table and collar held as usual.



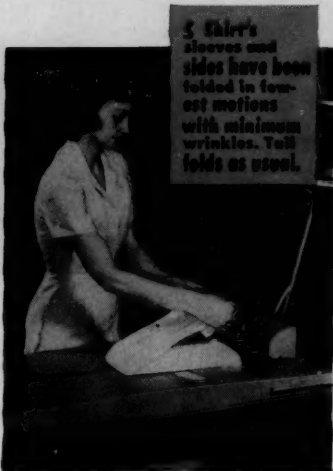
2 Operator's right hand lowers blade and cardboard as her left grasps first sleeve. The Wing Arms open outward automatically.



3 First sleeve, then other, is brought snugly over its Wing Arm, with cuffs laid on top of the blade in normal fashion.



4 Using both hands, operator brings each side of shirt over center in one smooth motion. Hold-down Arms give firmness.



5 Shirt's sleeves and sides have been folded in four motions with minimum wrinkles. Tail folds as usual.



6 Folded shirt is removed from blade. Or, while shirt is on raised blade, envelope can be slipped on from shelf overhead.

Speed of an automatic with least investment and quality control all the way!  
Model No. B1-16 Bishop SpeedMatic Shirt Folding Arms .....\$195.00

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**BISHOP DAVID FREEMAN CO.**

MFRS. EVANSTON, ILLINOIS, U.S.A.

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your shirt service

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*The Non-Crush, Flat-Pak  
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heater

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side blocks  
prevent  
creases

yoke ironing  
plate

front block  
reduces  
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PATENTS PENDING

**BISHOP'S EXCLUSIVE HIGH HEAT  
COLLAR-FORMING BLOCKS ALWAYS  
ASSURE FLAT-PAK, SPRING-BACK,  
NON-CRUSH COLLARS!**

FOR ALL MAKES AND MODELS OF MANUAL OR AUTOMATIC SHIRT FOLDING TABLES

**Your CUSTOMER gets...  
COLLAR-COMFORT**

Collars fit neatly in back, low  
in front for more neck freedom.  
Collar points lie flat... not curled

**plus CONVENIENCE!**

More shirts in his grip  
when he  
travels



More shirts in his  
dresser drawers  
at home



DRESS  
SHIRTS

SPORT  
SHIRTS

**FINISH BOTH**  
on the same unit

**YOU** get...

at least

**25% SAVINGS**  
in Shirt-Packaging Costs

More shirts per box or Shell...  
More shirts per shelf or truck  
without crushing or creasing!

and improve your  
quality **10 ways..**

AT NO EXTRA COST

- |                                |                                   |
|--------------------------------|-----------------------------------|
| 1 A satin-smooth inner collar  | 6 Perfectly centered buttons      |
| 2 No "buckles" or "bulges"     | 7 Straight even folds—always      |
| 3 A natural neck-shaped collar | 8 Shirt bosom smooth as silk      |
| 4 Collar gives neck freedom    | 9 Collar points lie flat and true |
| 5 Easy tie-slip when tying     | 10 A collar that looks like new   |

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**BISHOP DAVID FREEMAN CO.**

MFRS. EVANSTON ILLINOIS U.S.A.

**ORDER FROM YOUR JOBBER**

# Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

VOL. LXIV, NO. 9

SEPTEMBER 15, 1957

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## Laundry Lingo

We've long been troubled by the fact that laundrymen in various parts of these United States have difficulty in understanding each other because of the lack of standardization in the use of laundry language. And since there's no ball game scheduled for this afternoon, we've decided to do something about it. We submit the following definitions for your approval:

**Bachelor bundle**—an attractive counter girl.

**Bundle boy**—counter girl's idea of a cute customer.

**Special**—work that was promised for yesterday.

**Claim**—a demand for payment of goods lost, misplaced or damaged. Usually, newly purchased items that have been sent to the laundry for the first time.

**Fugitive materials**—glass cutters, crowbars, blow torches, etc.; tools that make up a burglar's do-it-yourself kit.

**Net**—what's left after everything has been taken away. Also, a bunch of holes tied together with string.

**Quality**—something the competitor down the street never had and never will have.

**Prospect**—someone who doesn't know us yet.

**Drop**—someone who knows us too well.

**Hard water**—ice.

**Star salesman**—new man, just hired.

**Routeman**—a star salesman after 90 days on the job.

**Pony washer**—equipment used for washing small horses.

**Short fold**—a shortage in collection monies.

**Door-opener**—a size 12 shoe or some other unlikely object that the sales manager thinks will distract the prospect's attention from the issue at hand.

**Welcome Wagon**—the truck that brings provisions for the coffee break.

**Go-backs**—wetbacks who get caught. Maybe you have other suggestions; we'd be glad to hear them.

—Henry Mozdzer

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**GROMMET GRIP**

New plastic-reinforced grommet  
adds life to nets; permits quick  
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**THEY'RE GIBRALTARIZED —**

This means they're pre-shrunk to retain  
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**KNITTED, HEAVY CONSTRUCTION —**

for long life and rough handling.

**GUARANTEED NOT TO OPEN AT SEAMS —**

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14 x 20   21 x 36   21 x 33   28 x 36  
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at any price.*

*All Gibraltar Products are sold by  
leading distributors everywhere.*

**GIBRALTAR FABRICS, INC.**

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# NEW PRODUCTS and LITERATURE

## Bishop Arms Speed Manual Shirt Folding



Fast production and low worker fatigue can be achieved on manual tables with the use of its new SpeedMatic Shirt Folding Arms, according to Bishop David Freeman Co.

Extensively researched, the new unit is said to reduce folding time by two seconds or more per shirt. This permits manually operated tables to produce competitively with semi-automatic and fully automatic tables. This greater output, the manufacturer states, is secured with reduced operator effort because the SpeedMatic Arms eliminate needless motions of arranging, smoothing and "patting" a shirt.

In describing the unit, David A. Freeman, president of the firm, said, "The operator has quality control all the way. It makes no difference whether shirts are oversized or small, whether sleeves are short or extra long or have French cuffs.

The operator sees each variation as it appears and instantly compensates for it. There's never any interruption to her motion sequence."

The SpeedMatic Unit consists of a pair of "wing" arms over which a shirt's sleeves and sides are folded; a pair of "hold-down" arms which prevent bulging or breaking of sleeves and cuffs while the sides of the shirts are being folded, and a housing for the operating mechanism, mounted at the top of the table near the hinged end of the shirt blade (sized to the user's specifications). The wing arms open outward automatically while the blade is being lowered onto the back of the positioned shirt; the hold-down arms lower automatically onto the folded-over sleeves and cuffs when the first wing arm is raised to begin folding the shirt's side.

Mr. Freeman advises that one of the biggest benefits offered by SpeedMatic Arms is the ease of training new operators.

The maker states that the unit does not require any change in a user's folding procedure or preferences. It can be installed in a matter of minutes on any type of manual table. SpeedMatic Arms are reported to be equally efficient on both side-fold and front-fold tables, and for any length and width of fold. A simple screw adjustment permits any user to have exactly the tautness or looseness of fold desired. Clearly illustrated, easy-to-read operating instructions are furnished with each unit.

Full details about SpeedMatic Folding Arms may be obtained by writing Bishop David Freeman Co., 1600 Foster Ave., Evanston, Ill.

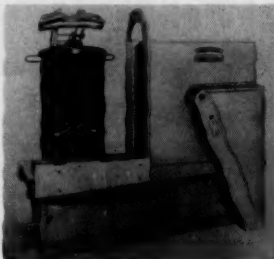
## New Maintenance Wax

The Victor Zozz Chemical Co., 1218 N. Marshall St., Philadelphia, Pa., has reported a new development in the use of powdered wax on flatwork

ironers. Spraying Miniature Beads of Wax spread uniformly across the waxing sheets and do not lump up, the maker claims. The beads are packed in 8-ounce polyethylene tubes, sufficient to lubricate 120-inch ironers. This package saves labor and avoids waste and half-empty containers around the ironers, according to Victor Zozz.

For more information write direct to the company.

## New Unipress Unit

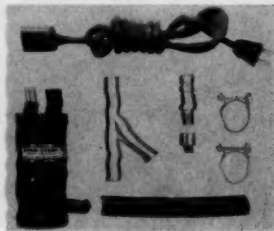


The Unipress Company has announced production of its new Model BAS One Lay Bosom, Body and Yoke Press. To simplify the pressing operation by eliminating extra handling of shirts, Unipress has added a full yoke press to the traveling buck. This addition also saves floor space.

The unit is equipped with an automatic sprayer, automatic counter for registering the amount of production, and chromed heads. The model is available in a choice of seven colors.

Address further inquiries to The Unipress Company, 2800 Lyndale Ave. S., Minneapolis 8, Minn.

## Lower-Watt Engine Heater



The 500-watt tank-type engine heater illustrated above was recently introduced by Phillips Manufacturing Co. This addition to the Zero-Start line is designed for all-night operation in preheating car and truck engines. Because of its low wattage the new external heater is said to afford economy in spite of extended periods of use.

For fast warmups, Phillips recommends the use of the 850-

or 1300-watt tank heaters, which feature the same engineering highlights as the U-500 in that they are universally applicable in all liquid-cooled engines.

The units, the company states, also permit rapid heat inside the vehicle as well as the benefits of easy starting, less engine wear, reduced gasoline consumption and elimination of towing charges.

An extruded heating element is the heart of each tank heater, which operates from 115 volt AC/DC current.

Information on the tank heaters, as well as the complete line of dipstick and headbolt immersion-type engine heaters made by the firm, may be obtained from Dept. KP, Phillips Manufacturing Co., 2816 Aldrich Ave. S., Minneapolis 8, Minn.

## High-Capacity Washer-Extractor



The Laundry Equipment and Engineering Company has announced the new Powermatic "50" fifty-pound washer-extractor for both professional laundry and launderette use. The manufacturer states that the Powermatic can also handle shag rugs up to 70 pounds dry weight.

Other features of the machine include: open-end cylinder construction, dual water-level controls with selector switch mounted on control panel in addition to a manual fill button; flexible cycle control; 3-inch hydraulically operated drain valve of no-clog design; a new type of floating main bearing support said to reduce vibration; stainless-steel cylinder and tub of welded construction. It is also stated that the Powermatic has a new, fully patented drive that will accelerate a 70-pound load from tumble speed to a maximum extraction speed of 480

Continued on page 70

**YOUR REQUEST**  
for further information  
will get quickest and most  
complete attention as a  
worthwhile inquiry when  
it's written on your letter-  
head. Be sure to mention  
**STARCHROOM LAUNDRY**  
JOURNAL.



## Before buying a flatwork folder stop and compare values

First, run down this check list. See how the Fleximatic® Air Jet surpasses in labor-saving features and performance.

Just one example is Fleximatic's "brain." Automatically it measures linens and determines the proper location for each of two folds. It functions on both narrow and wide linens. And even though as many as four small pieces are in between the measuring point and the folding location, the brain "remembers" exactly how each piece should be folded . . . and then does it.

Point for point, no other folder offers you as much as a Fleximatic. Send for free catalog.

	FLEXIMATIC	FOLDER "A"
Can time four articles at once	Yes	No
Handles flatwork 18" - 108" long	Yes	No
Air Jet Folding	Yes	No
Troublesome folding blades and clutches	No	Yes
Intricate moving parts in folding mechanism	No	Yes
Direct Motor Drive	Yes	No
Available 1, 2, 3, 4, or 5 lane models	Yes	No
Lintproof electric timer motors	Yes	No

# TROY

## LAUNDRY MACHINERY

Division of  
American Machine and Metals, Inc.  
EAST MOLINE, ILLINOIS

"World's oldest builders of power laundry equipment"

-----MAIL COUPON TODAY-----

TROY LAUNDRY MACHINERY, Dept. SLJ-957  
Division of American Machine and Metals, Inc.  
East Moline, Illinois

Yes, please send Catalog YF-31-55 with full information on the Fleximatic Air Jet Folder.

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

NAME AND TITLE \_\_\_\_\_

# Starchroom Editorial

## National Laundry Week—so what?

The week of October 13-20 has been set aside as Professional Laundry Service Week. Its purpose is to promote industry prestige and the theme "Home is for living not laundering." So what?

*So unless this seven days is to go the way of "Honey for Breakfast Week," "Sew and Save Week," "Ragweed Control Week" and almost 100 other Special Weeks that are commemorated this year, laundrymen should noise it about a bit. They owe it to themselves to make the public aware of the fact that this week really means something. If the individual plantowner doesn't put the idea across, no one else can be expected to do it for him.*

The American Institute of Laundering has prepared appropriate promotional material of all types to get its members off on the right foot. Which is helpful, as it should be.

But we would like to see a couple of daring plantowners carry the ball one or two yards further. To emphasize the idea that laundering is not for the home by actually taking it out of the home. Maybe by offering free laundry service to some lucky prospect(s) for six months or a year. Or maybe by doing something more dramatic like accepting home washers as trade-ins for professional laundry service for a limited time.

We're not suggesting that giveaways are necessarily the right formula even though they seem to be the rage these days. But the industry does need a dramatic touch or two to spice up its promotions.

The drugstores have their Penny Sales and the department stores have their Dollar Days. People are always on the lookout for a bargain. We need something to at least get the public in to see our plants. And Professional Laundry Service Week would be a good time to do it.

**There's a difference:** We sometimes tend to get confused by people who tell us that there is no difference between laundrymen and drycleaners. Yes, they both maintain textile products. But even this definition leaves something to be desired. For while one handles relatively inexpensive items of everyday wearing apparel that the housewife can do herself, the other offers a specialized service on more expensive materials that cannot be done at home.

In many cases the laundryman was born into the business. His investment in equipment and machinery is much greater; his operating procedures are vastly more complex and his margin of profit

is slimmer. More often than not the laundryman manages his plant and is not physically involved in production.

Furthermore, the laundryman's customers still prefer pickup-and-delivery service and this preference complicates his ability to offer other patrons a faster, more flexible service.

It is true that many laundrymen have added drycleaning departments and drive-in branches and have done so profitably. But they still regard themselves as laundrymen and they continue to think like laundrymen. A dry-cleaner's interest in laundering rarely goes past the fluff-dry and shirt finishing stage. Amen.

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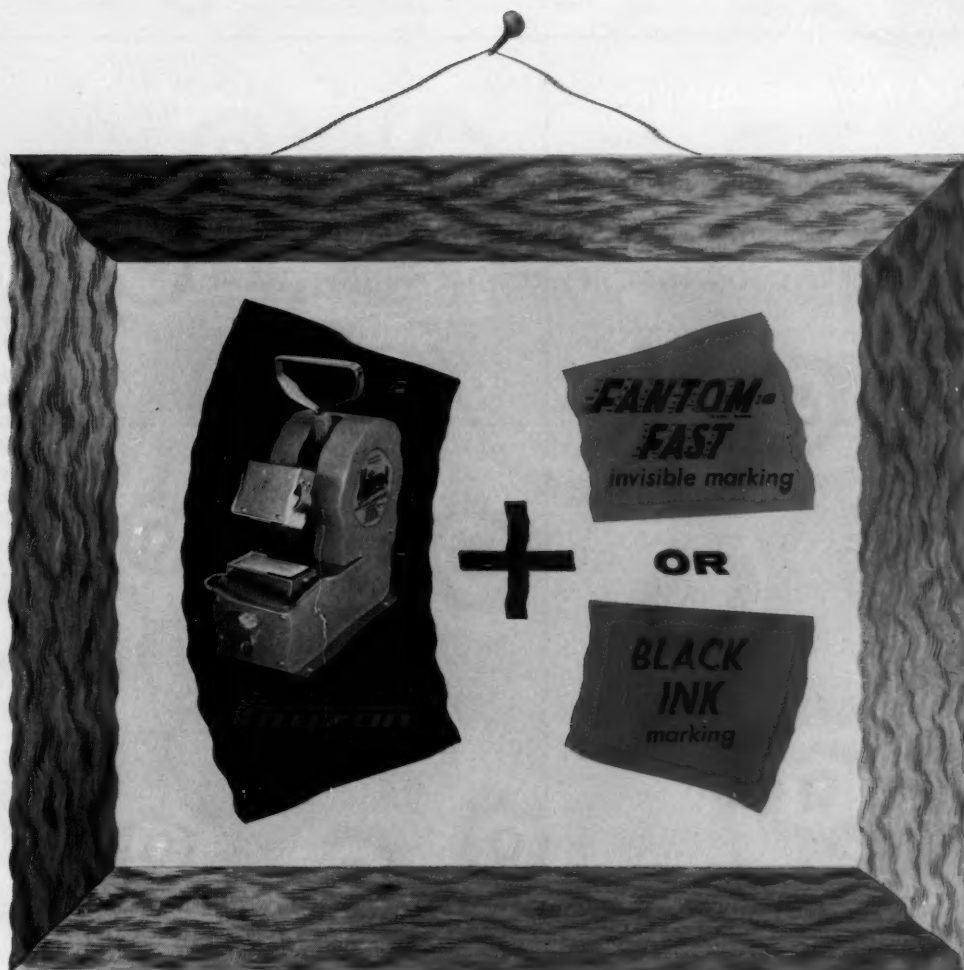
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STARCHROOM LAUNDRY JOURNAL



completes the permanent identification picture!

**With new *Tagzon* you can now mark synthetics, dark fabrics, patterns!**

Whether you use Fantom-Fast invisible marking or black ink, many pieces (such as synthetics, dark fabrics, patterned fabrics) are *not* identifiable with either method. Yet efficient operation demands that *all* pieces be permanently identified. National's Tagzon now makes this possible with hard-to-mark pieces.

Here's how Tagzon works: Piece to be identified is placed over platen of Tagzon machine. Small pre-cut thermoplastic-backed Tagzon tag

is laid on top of piece and permanently attached under controlled heat and pressure. Machine releases automatically after tag is attached. Then tag is marked in usual manner . . . with either *Fantom-Fast invisible* or *black-ink* method.

Tests have proven Tagzon much faster than flagging hard-to-mark pieces with pinned or stapled flags. Economical too, for Tagzon avoids wasting valuable employee-time attaching and removing flags every time piece is laundered!

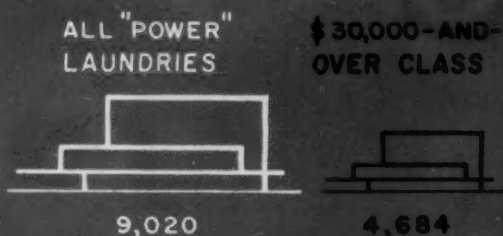
Find out how Tagzon can help you!  
Write today for full details.

**THE *National* MARKING MACHINE CO.**  
4026 CHERRY STREET • CINCINNATI 23, OHIO

"National Marking Machines and Conveyors are preferred by better plants the world over!"

# WHAT THE CENSUS MEANS TO LAUNDRYMEN...

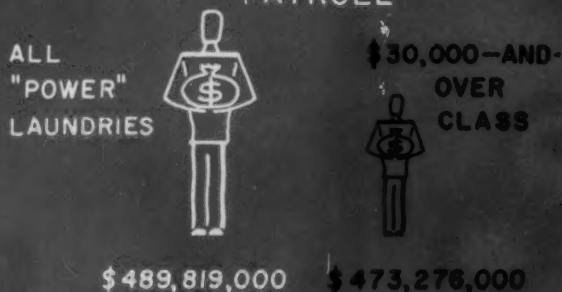
## NUMBER OF POWER LAUNDRIES



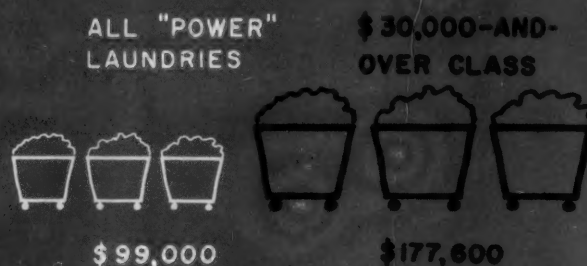
## DOLLAR VOLUME



## PAYROLL



## AVERAGE VOLUME PER PLANT



Here's what 1954 Census of Business reveals:

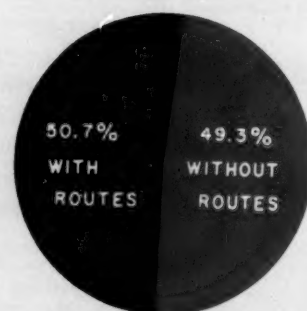
# Total Laundry Sales Up 21%

By GERALD WHITMAN

## INDUSTRY HIGHLIGHTS

- 52% of all "power" laundries are in \$30,000-and-over volume class; these plants do 93% of the total power laundry volume
- Laundries with drycleaning equipment have far greater average laundry-drycleaning sales than those without
- Route service still strong; 50% of power laundries with trucks do 85% of total power laundry volume
- Linen supply volume up 37% in 1954 over 1948; average linen supply plant volume in 1954 was \$238,000

## PLANTS WITH



PERCENT OF ALL PLANTS

LAUNDERING IS BIG business. Sales volume for laundering of all types passed the \$1.6 billion mark in 1954, according to the recently released Census of Business for that year. Services included in this overall figure include power, self-service, industrial, linen supply, diaper and hand laundering. Total volume for the full gamut of services increased by more than \$281 million—or 21 percent—over 1948, when the last previous census had been made.

#### Status of power laundries

Of more pertinent interest to our readers, however, is the status of the "power" laundries. Unfortunately no direct comparison can be made with 1948 because of changes in definition between the two census years. The 1954 data reveal that there were a total of 9,612 so-called power laundries that year with a combined dollar volume of \$913,614,000 and an average volume per plant of \$95,000.

These statistics were compiled from information recently made public by the U. S. Department of Commerce's Bureau of the Census. The results were based on that governmental agency's 1954 Census of Business covering all types of service industries in the United States.

As with many other sets of statistics, however, actual figures can be somewhat misleading without beneath-the-surface analysis and probing. Notwithstanding the Federal government's ability and honesty in "counting noses" and tabulating its findings, the Census Bureau's conception of what constitutes a power laundry—and its resultant figures—differ widely from accepted thinking in the laundry industry.

As a case in point, the Census Bureau provides this definition of power

laundries: "Establishments primarily engaged in operating mechanical laundries with steam or other power. . . . Also included in this classification are laundries that use family-type washers and obtain more than half of their receipts from attended service work." (Italics are ours.—EDITOR)

With this approach it is evident that thousands of essentially self-service laundries obtaining as much as 49 percent of their receipts from unattended work were lumped into the power laundry classification. Even those quick-service plants whose total volume stems from attended work cannot be considered power or family laundries from the point of view of accepted industry terminology, if only for the reason that they use non-commercial, family-type washers.

Need more proof that the Census Bureau's conception of what constitutes a power laundry is awry? By the Bureau's own count, 3,340 of what it considers to be power laundries have

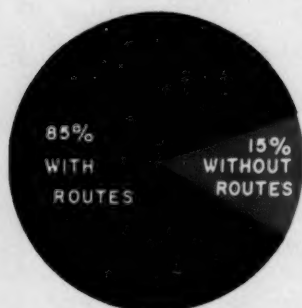
from none to only three paid employees. More specifically, 396 of the laundries have no paid employees, 1,080 have only one employee, 1,126 have two employees and 738 have three paid employees. Average annual volume for this entire group of 3,340 "power" laundries is only \$13,000. By any stretch of the imagination, can this group be considered power laundries by accepted industry standards?

Let's go a step further in our quest for the true picture of the power laundry by analyzing the Census Bureau's own figures. The report shows 9,020 "power" laundries operated the full year of 1954. Of that total number of plants, 4,684 establishments—only 52 percent—accounted for 93 percent of the total power laundry volume. These plants ranged from an annual volume of \$30,000 to over \$500,000, with a per-plant average of \$177,600 per year. The remaining 4,336 "power" laundries—48 percent of the plants—accounted for only 7 percent

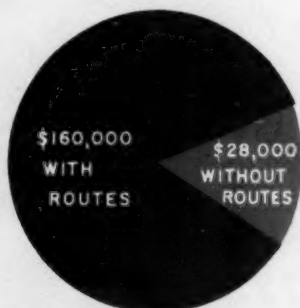
#### \$30,000-and-Over Laundries Do the Bulk of the Business



#### ROUTES DO MORE BUSINESS



PERCENT OF TOTAL VOLUME



AVERAGE VOLUME PER PLANT

Regional map shows how power laundries in \$30,000-plus volume class do bulk of business. In each area percentage figure shows how much of sales these plants achieved in relation to over-all volume for that region. Dollar figure is average volume per laundry of \$30,000-and-over plants. For example, in New England (9) area laundries in \$30,000-plus category did 95.29 percent of all volume in that region, with these laundries averaging \$140,400 apiece

## LAUNDRY ESTABLISHMENTS

Number by Annual Volume Size (number does not include plant-owned outlets)

Establishments		Sales Volume Group	Total Receipts of Group (\$1,000)	Average Receipts Per Establishment	Percent to Total Receipts
Number	%				
287	3.18	\$500,000 & Over	\$244,976	\$ 853,574	27.41%
397	4.40	300,000-499,000	150,737	379,690	16.87
1783	19.75	100,000-299,000	308,050	172,770	34.48
1290	14.30	50,000- 99,000	92,733	71,886	10.38
927	10.27	30,000- 49,000	35,438	38,228	3.97
1003	11.11	20,000- 29,000	23,824	23,752	2.67
916	10.15	15,000- 19,000	15,442	16,858	1.72
1217	13.49	10,000- 14,000	14,574	11,975	1.63
977	10.83	5,000- 9,000	7,083	7,249	.80
171	1.89	3,000- 4,000	616	3,602	.06
40	.44	2,000-	80	2,000	.009
12	.13	less than 2,000	11	916	.001
9020	100.00		\$893,564	\$1,582,500	100.00%

Does not include 592 establishments operated less than a full year with receipts of \$20,060,000; average per establishment was \$33,868

of the total volume, with a per-plant average of only \$14,200 per year.

*It's obvious, then, that a more realistic picture of power laundries reveals a 1954 count of 4,684 establishments that accounted for a combined annual volume of \$893,564,000.*

Further analysis of the Census data emphasizes the great degree in which volume is concentrated. It shows that 2,467 plants, a little more than one-quarter of the total so-called power laundries (by Census Bureau definition)—and a little more than half of the power laundries by our definition—accounted for more than three-quarters of the total volume, averaging \$285,000 per laundry.

### Route operations earn most

Another indication of this trend toward concentration of the market lies in the census figures on route operations. Of the total number of so-called power laundries having employees, 50.7 percent — or 4,879 plants—operate trucks. (This group, incidentally, reported using a total of 25,300 trucks in 1954, averaging out to 5.19 trucks per plant with routes.) The 50.7 percent of the plants operating routes accounted for 85 percent of the total power laundry receipts, averaging \$160,000 annual volume per plant. The 49.3 percent of the plants not operating routes accounted for only 15 percent of the total volume, averaging \$28,000 in annual sales per plant. (A recent survey made by STARCHROOM LAUNDRY JOURNAL indicated that 95.7 percent of the respondents, representing 12

percent of the subscribers to this publication, operate trucks, averaging 9.4 trucks per laundry.)

What's the share-of-the-market story on a geographical basis? In the East South Central region, comprising Kentucky, Alabama and Mississippi, 302 out of a total of 509 plants in

the area are in the \$30,000-or-more annual volume class. These plants accounted for 95.50 percent of the total volume in the region with average per-plant receipts of \$170,735.

Next in rank of concentration is the New England area, covering Maine, *Continued on page 48*

### Number of Washers by Capacity in Power Laundries—1954

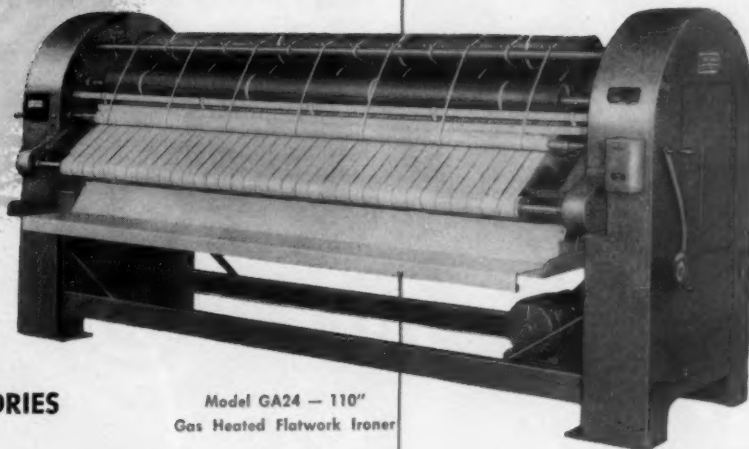
Location	Under 20 Pounds			Location	Under 20 Pounds		
	20 to 49 Pounds	50 Pounds	60 Pounds and Over		20 to 49 Pounds	50 Pounds	60 Pounds and Over
United States	60,655	8,663	21,662	Missouri	1,423	237	564
Alabama	716	149	496	Montana	98	26	131
Arizona	692	54	122	Nebraska	244	41	166
Arkansas	379	105	159	Nevada	193	25	73
California	8,132	1,023	1,917	New Hampshire	161	47	128
Colorado	462	75	302	New Jersey	2,018	174	944
Connecticut	1,140	120	438	New Mexico	405	57	126
Delaware	165	19	25	New York	7,786	832	2,044
District of Columbia	407	27	200	North Carolina	1,313	293	744
Florida	3,178	344	554	North Dakota	75	15	43
Georgia	1,109	267	420	Ohio	2,529	416	812
Idaho	73	32	89	Oklahoma	1,184	142	314
Illinois	4,894	475	1,589	Oregon	694	86	257
Indiana	1,342	222	528	Pennsylvania	1,371	283	1,002
Iowa	505	70	209	Rhode Island	447	93	198
Kansas	631	104	292	South Carolina	674	139	260
Kentucky	468	112	367	South Dakota	143	18	58
Louisiana	419	98	188	Tennessee	736	143	471
Maine	221	31	144	Texas	5,644	919	1,192
Maryland	879	100	362	Utah	72	31	123
Massachusetts	2,593	263	1,145	Vermont	24	6	28
Michigan	1,651	299	612	Virginia	909	201	510
Minnesota	592	109	249	Washington	528	76	307
Mississippi	212	105	186	West Virginia	93	41	147
				Wisconsin	895	102	353
				Wyoming	136	17	74

# Preferred

for

- HOSPITALS
- HOTELS
- INSTITUTIONS
- MOTELS
- DRIVE IN PLANTS
- QUICK SERVICE LAUNDRIES

## FOR PERFORMANCE



Model GA24 — 110"  
Gas Heated Flatwork Ironer

**a machine designed for today's ironing load...and tomorrow's!**

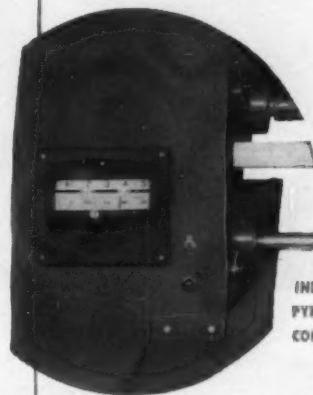
The new Model GA24 — 110" CHICAGO Gas Heated Flatwork Ironer represents the most advanced design in large gas heated ironers. It is engineered to provide high production capacity with the traditional dependability of operation found in CHICAGO machines. It is capable of ironing institutional flatwork at a rate of approximately 5 sheets a minute. This ironer has a modern, streamlined appearance and advanced operating and construction features found on no other machine. The GA24 Ironer is available in two different types. The Type R Ironer can be used for front or rear return of work — two-girl or four-girl operation. It has a set of auxiliary return ribbons underneath the asbestos ribbons. It is ideal for growing installations where two-girl operation can handle the load, but four girls can be used as the volume increases. The Type F machine is for front return only — two-girl operation.

This ironer is recommended for institutional installations where 800 to 2,400 lbs. of flatwork must be handled per day.

### Features

- 24" DIAMETER HEATED ROLL
- ASBESTOS PADDING
- ASBESTOS RETURN RIBBONS
- RIBBON FEED CONVEYOR
- HIGHEST QUALITY FINISH
- BURNS ANY TYPE OF GAS
- VARIABLE SPEED DRIVE
- BALL BEARING CONSTRUCTION
- FINGER ROLL
- INDICATING PYROMETRIC CONTROLLER

Complete information on request.



INDICATING  
PYROMETRIC  
CONTROLLER

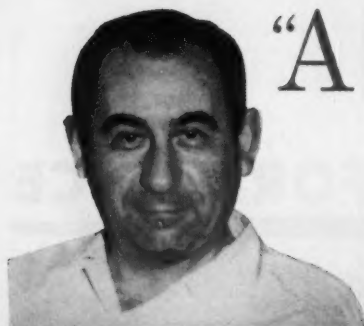
The Indicating Pyrometric Controller is the ultimate in heat control. The operator sets the controller at the operating temperature desired and the indicator shows the actual ironing temperature at all times. When the pre-set temperature is reached, the gas is automatically reduced so as to maintain the desired operating temperature.

FLATWORK IRONERS • WASHERS • EXTRACTORS • DRYERS

# Chicago DRYER CO.

EST. 1886

2212 North Pulaski Road • Chicago 39, Illinois



# "A bottle of YellowGo<sup>®</sup> saved us \$600"

says JOSEPH STEIN, Manager RUBY DRY CLEANERS, Chicago



"We were in trouble — over \$600 worth of trouble", says Mr. Stein, "when a whole basketful of drapes got soaked in an unexpected rainstorm. The color from some solid red drapes ran all over the other drapes. It was a real mess. We tried every way we knew to strip the dye fade but with no success. Then I remembered Wilson's YellowGo and put in a hurry call for a bottle of it. Believe me, YellowGo did the job — removed all the fugitive color and saved us some real big claims."

*Moral:* Always keep a bottle of YellowGo on hand as insurance against dye stain accidents. Order it from your jobber today.

A. L. WILSON CHEMICAL CO., Kearny, N. J.

**"Stain Removers are our only business"**



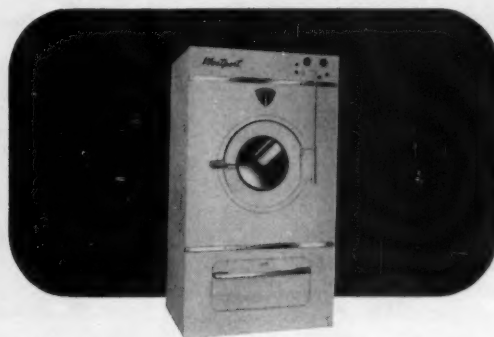
*"There's more in it for You, Mister!"*

Hoyt Dryers, from the smallest to the largest, are designed to save time and cut operating costs. They give you *every* automatic control you'll find on any dryer — and, as a bonus, those other exclusive HOYT features that make the whale of a difference in the volume you handle and the profits you bank.

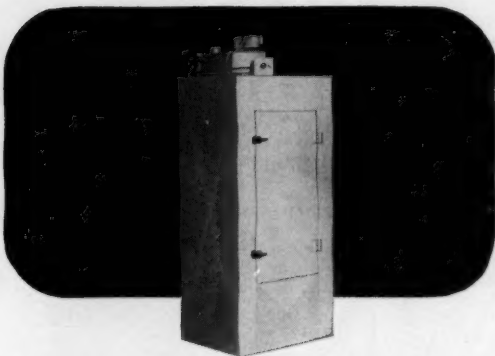


**DRYERETTE, JR.** Fast small dryer, single unit. Capacity 16 lb. d.w. Ideal spotting tumbler.

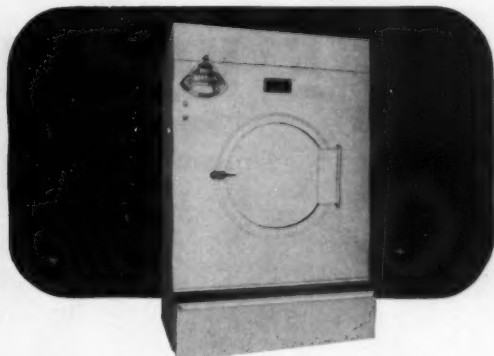
**DUO-DRI** Ideal small dryer. Capacity 32 lb. d.w., twin dryer — (16 lb. per unit). Handles individual loads, like diapers, etc., to perfection. Separate automatic controls and heaters.



**WESTPORT** Fastest medium size dryer. Capacity 50 lb. d.w. Basket (largest for capacity) 37¼" x 30½". Fully automatic controls.



**ALL-PURPOSE CABINET** New. Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and waterproofing methods.



**BIG BERTHA** Giant dryer. Capacity 115 lb. d.w., 18% greater capacity than other large dryers. Basket 54" x 30½" (arm-deep) is easily unloaded. No wasted cool-down period necessary to permit operator to unload.

Coin-Metered Dryers available.

*Maybe you're missing something...*

MAIL THIS COUPON TODAY!

# HOYT

AUTOMATIC DRYERS AND RECLAIMERS



**HOYT MANUFACTURING CORP.**  
28 Forge Road • Westport, Mass.

Send information

- |   |  |
|---|--|
| <input type="checkbox"/> Dryerette, Jr. | <input type="checkbox"/> All-Purpose Cabinet |
| <input type="checkbox"/> Duo-Dri        | <input type="checkbox"/> Big Bertha          |
| <input type="checkbox"/> Westport       |  |

Name.....

Company.....

Address.....



Film-strip trademark is carried on all Hollywood Laundry's stationery and direct-mail pieces

## THE HOLLYWOOD TOUCH

*Elaborately planned seasonal promotions,  
trained salesmen do wonders for volume*

By LOU BELLEW

AN OLD-LINE LAUNDRY in the film capital of the world has parlayed a comprehensive sales training program with a carefully laid out series of seasonal sales contests to stimulate route selling. Results in the first nine months: The plant's over-all volume increased by 15 percent.

The Hollywood Laundry plans to hold at least four major sales promotions each year. Three have already been held.

The first, a four-week promotion on ladies' coats and men's topcoats, resulted in a total of 4,303 items collected, as against 1,800 items during the same month a year before when a "normal-type" promotion was featured.

In April of this year another four-week contest, on sweaters and skirts, brought in 9,000 items compared to 2,400 items last year.

During a two-month drive during June and July of this year for household cleaning, and without the incentive of contest prize money, total volume was over \$11,000 . . . as compared to \$4,500 volume in this service during the nine weeks preceding this latest promotion.

In an area long noted for spectacular promotions by the movie studios and other big enterprises, most drum beating by a small business gets little attention from the rather jaded public. This would be enough to discourage the average launderer, but not

one bearing such a famous name as Hollywood Laundry & Cleaners.

Located on famous Vine Street just around the corner off Santa Monica Boulevard in Hollywood, California, the Hollywood Laundry & Cleaners was established in 1910 and at present has over 250 employees. There are 33 family routes, a commercial-flat route, and three agency routes handling mostly shirts from small dry-cleaning plants. The firm has no stores, Don Welch, well known in the laundry industry, is president. His son, Bob, acts as his assistant.

At the risk of sounding trite, it is only fair to say the management of this organization is an outstanding example of cooperation among execu-



**new...exclusive**

# shamrock washroom trucks in miracle plastic!

**Light, strong, rigid plastic  
takes punishment, gives longer wear**

**All these outstanding advantages:**

- Lighter in weight than canvas washroom trucks — PLASTIC is far stronger and longer wearing.
- Smooth PLASTIC means no more snags in nets, clothing — no rivets, bolts or welds — nothing to rust.
- Rigid PLASTIC withstands hard knocks and bumps — gives long, economical service.
- Chemically resists acids, alkalis, bleaches, sours, starch.
- Snow-white interior, green exterior is standard.

Shamrock Plastic Washroom Trucks bring you all the best features of costly metal trucks—outwear canvas washroom trucks and are lighter in weight! Tough and rigid... smooth inside and out... no cracks or crevices to harbor dirt, dust or dyes. Shamrock Plastic Washroom Trucks will pay their way in performance and long service! Available in three styles shown below, for every washroom need. Order them from your Shamrock jobber today!

**MEESE, INC. Office and plant, Madison, Indiana**

No. 600 Truck, with drain hose, wood rack, four 3-inch rubber casters.



No. 400 Elevated Truck, with drain hose, wood rack, four 3-inch rubber casters.



No. 4000, with movable plastic screen, no drain hose, no rack.



**SALES OFFICES: NEW YORK—**

**F. B. Taylor, 88 West 42nd St., PE 6-0010;**

**ATLANTA—W. E. Patten, 2577 East Dunwoody Dr.,**

**North Decatur, Ga., ME 6-5102; FORT WORTH—**

**F. M. Graham, 4220 Normandy Road, Tel. Jefferson 6-2864;**

**WEST COAST—Peterson-Daniels, Inc., 2211 Beverly Blvd., Montebello, Calif.,**

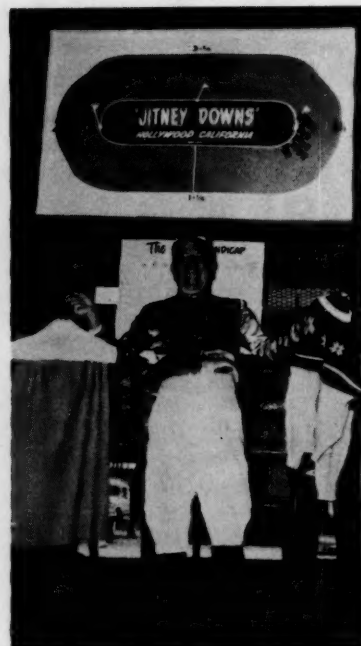
**Shannon 3-7000, Export Mgr.—R. A. Auerbach, Easton, Pa. Cable Address: "Mitty."**

**ASK YOUR SHAMROCK JOBBER FOR COMPLETE FACTS**



Above: Sales manual that gives detail operational plan for each contest is double-checked by ad man Bob Welch and sales manager Earl Young. These manuals are credited with much of the success of the promotions

Right: Jockeying for position in Hollywood Laundry's "Horse Race" contest, route salesman Jerry Parker gets into spirit of things by donning riding habit occasionally. There wasn't any horsin' around when it came to getting those skirts and sweaters



tives. In the words of Don Welch, he and his laundry superintendent, George Miller, are the "old heads" in the business, and both have a liking for details. The "young guys" are son Bob, who has a flair for advertising, and Earl Young, who is an outstanding sales manager. This combination of ideas between the old heads and the young guys results in what they call balanced thinking.

These men know the family laundry is not dead, and they are out to prove route selling is the key to building volume. To this end they are developing what may well become one of the most outstanding sales organizations in the West.

There is no shortage of potential customers in this Los Angeles trade area, which boasts an estimated 3,000,000 people in the territory served by these routes. The problem, as in all laundries, has been to train route salesmen in selling procedure, give them proper backing in the way of advertising, and provide the incentive for making calls.

### Training salesmen

Training the salesmen was the first step. This training is a constant procedure since there is a steady change-over of a certain percentage of young salesmen here, as there is in most organizations. Sales manager Young and his two route superintendents have a full-time job training the new men and working with the regular salesmen on their routes. Supervisors here are not meant to serve as relief drivers, except in grave emergencies, and

can devote their energy to training and supervising. Vacation routes are handled by retired salesmen who like to augment their retirement income.

After careful screening, the new salesman spends one week inside the plant to learn exactly how work is processed. New men aren't just turned loose to wander around without purpose. They are constantly under the watchful eye of a sales supervisor or a department manager where he happens to be stationed.

After a week in the plant, the new salesman is assigned a route and goes out with a supervisor for a two-week training session. From the first day he drives the truck and in this way is able to learn the route faster. A neat looseleaf folder is supplied him which lists all the basic procedures of route operation. Except for an occasional assist from the supervisor he takes over the working of the route from the start. The supervisor periodically rides with the new salesman up to a period of six months.

At present the most extensive training of a new salesman takes place during his first six weeks of employment, but this is soon to be extended to 12 weeks for a better job. It might be of interest to know you can teach an old dog new tricks. Fifteen of the Hollywood salesmen have eight or more years seniority; six have been here at least 20 years and four have been with the firm 30 years or more.

### Sales promotions

Since the cost of any sales promotion is too expensive to warrant the

risk of making many mistakes, nothing is left to chance. Everyone gets into the act to decide a detailed plan of procedure. Once the decision is made, this plan is put into attractive loose-leaf folders and each key person receives one with his or her name printed on the cover. Key personnel include all department heads, call-office girls, salesmen and executives.

Each page of the folder is enclosed in clear plastic. It tells in proper order the type of advertising literature to be used, how the route contest is to be handled, and all the necessary details as to procedure from start to finish.

The November Coat Special contest was scored on the basis of a football game. A large sign with a football field marked off in 10-yard stripes was placed in a conspicuous place for the salesmen to keep posted on their progress.

Four teams of salesmen, each with a captain, trying to amass points by marching the length of the field, went into action for the four-week period. Team standings were posted daily according to the number of coats brought in. A total of 1,000 coats was needed to advance a team the length of the field. It was a close finish, with the winning team not known until the last day. Actually, three of the teams exceeded 1,000 coats during the four-week contest.

Salesmen received 10 cents per coat in addition to their regular commissions. The winning team also split a prize of \$50. One member of the winning team brought in 435 coats, which gave him \$43.50 besides his

*Continued on page 22*

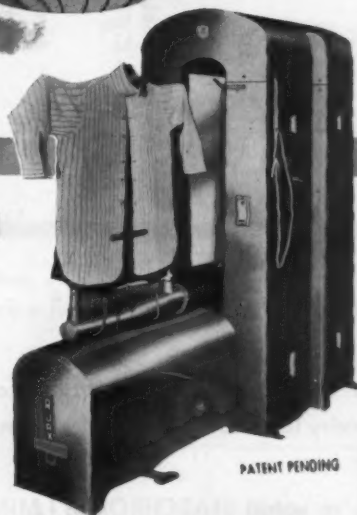
# And Now

# WORLD WIDE ACCEPTANCE



## CABINET BOSOM BODY PRESS

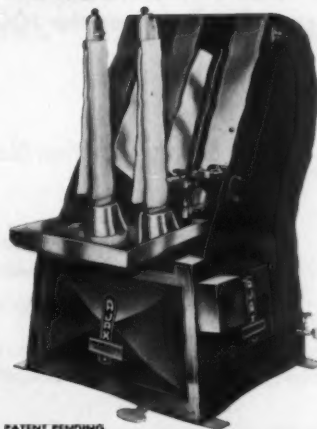
The amazing new "AJAX EXPANDING BAG" makes the model CBBY the greatest laundry press advancement in years . . . Completely and automatically finishes front, back and yoke in one simple lay of 15 seconds and with a minimum of expensive handling.



PATENT PENDING

## COLLAR AND CUFF PRESS

Equipped with exclusive AJAX hi-velocity heads for fast drying, and designed for years of continuous performance, the model CCW completely finishes both cuffs and collar with an extra-fine, lustrous finish in one simple lay.



PATENT PENDING

## CABINET SLEEVE PRESS

Designed with the new AJAX "Magic-eye" seam indicator for instant adjustment to any size sleeve, the Model CS gives a superb, faultless finish from cuff seam to shoulder seam on both sleeves in one lay.

### "POPULARITY DEMANDS EXPANSION"

As the result of a highly successful showing at the International Laundry-owners Association exhibit in Paris, the Ajax Supermatic Shirt Unit has now become the "First Choice" of Laundry Men all over Europe . . . Further conclusive evidence of Ajax Superiority!

*phone-write-wire*

or see your local  
Ajax dealer for further information. Each model can be added individually or as part of the complete unit.

## AJAX PRESSING MACHINE CORP.

AJAX PRESSES MANUFACTURED BY WESTERN LAUNDRY PRESS COMPANY SINCE 1929  
SALT LAKE CITY, UTAH

# **You've Said It Again: STARCHROOM LAUNDRY JOURNAL is the magazine YOU WANT MOST!**

**You were contacted recently by a top research organization and asked to rate the laundry (and combination drycleaning/laundry) magazines you receive.**

**You've voted STARCHROOM LAUNDRY JOURNAL "tops" before . . . and again, in this current survey\*, you keep the JOURNAL right up there at the head of the list.**

---

**Survey Question No. One asked: "What laundry magazines do you receive?"**

**In your answers, 9 out of 10 of you list the JOURNAL. But, only 6 out of 10 of you are aware you receive Magazine B . . . and your number shrinks to 4 out of 10 in your awareness of receiving Magazines C and D (although B, C and D claim industry-wide coverage!)**

---

**Your reactions to the magazines you receive point up some interesting questions:**

*\*Conducted independently of STARCHROOM LAUNDRY JOURNAL by one of the country's leading market research organizations, Summer 1957.*

1. How can a magazine be of interest to you  
if you are not aware you receive it?

2. How can a magazine help you editorially,  
getting across to you and your staff the know-  
how that means more business, greater effi-  
ciency, higher profits—if you are not aware  
you receive it?

3. How can a magazine's advertising help  
you in your choice of equipment and supplies  
if you are not aware you receive it?

Of course, with the JOURNAL there are no  
such questions. We know you're aware of  
the magazine (and want it) because you or-  
der and pay for it.

It's the only national, specialized, 100% pro-  
fessional laundry magazine you can pay for.

Our thanks to you for continuing to give first  
place to your industry's leading publication:

**CURRENT SURVEY OF  
STARCHROOM LAUNDRY  
JOURNAL'S  
SUBSCRIBERS ASKS: "WHAT  
LAUNDRY MAGAZINES  
DO YOU RECEIVE?" AND**

These subscribers  
report they receive  
STARCHROOM LAUN-  
DRY JOURNAL .....

92.4%

These report they  
receive Magazine B .....

61.2%

These report they  
receive Magazine C\* .....

39.2%

These report they  
receive Magazine D\* .....

38.1%

\*Combination laundry/drycleaning

**STARCHROOM LAUNDRY JOURNAL**

*First in the Laundry Industry Since 1893*

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

ABC/ABP



## SPECIAL

### SWEATERS and SKIRTS

Month of April 1957

### PRIZES

Sweaters...49¢

Including white and long sleeve  
Skirts (plain)...59¢

2½¢ for each pleat over four  
UPS on all flairs

### CIRCULARS

Mailed to all addressograph customers.

Mailed on prospect lists.

For solicitation of new customers.

Plenty for you to hand to all customers or to use as outserts on those you cannot see.

### PROCEDURE

This special will be on during our busy Easter season. If we attempted to handle the hundreds of skirts and sweaters we will receive through our regular inspection, packaging and checking departments, we could very well get ourselves into a terrible mess.

Therefore, the plant is going to keep all skirts and sweaters separated from the other work after these items leave the press line. These items will be inspected, packaged and checked out as a separate operation, entirely divorced from the balance of the work.

To effect this — ALL skirts and sweaters must be written up on a separate list for the month of April. (Of course, sweaters and skirts may be written on the same ticket.)

### CONTEST—"Jitney Downs"

Held in conjunction with the special, it will take the form of a horse race.

There will be four races—one for each week during the month.

April 1-6 "New Customer Handicap" at one mile and a quarter.

April 8-13 "The Jerry Parker Handicap" at one mile and a quarter.

April 15-20 "The 30% Handicap" at one mile and a quarter.

April 22-30 "Twenty Grand Handicap" at one mile and three-quarters.

Each working day of a week will represent a quarter of a mile.

Eighteen horses will be entered for each race. There being 36 salesmen, two men will represent each horse.

The pairings will be changed each week and handicapped according to past performances.

### PRIZES

Salesmen will be paid 5¢ for each sweater and 5¢ for each skirt, in addition to the regular commissions.

The win, place and show horses (six men) in each race will be paid an additional prize in the amount of ½¢ for each sweater and ½¢ for each skirt brought in that week.

Example: If 5,000 sweaters and skirts are brought in during a week, the amount paid to the first three horses will be \$25. It will be split thusly: 50% to the winner, 30% for second and 20% for third. The two men representing each horse will split the prizes evenly. The winners would receive \$6.25 each, second \$3.75 each and third \$2.50 each.

### Salesmen—

1. Give literature to each customer and ask for skirts and sweaters AND dresses AND suits AND household AND—AND—AND.

2. Leave literature with a personal note for those you cannot see.

3. Set a quota for the number of special items to get for each day.

4. Set a quota for a certain number of new customer calls for certain days of the week.

5. Use 20% discount coupons for new customers when necessary to retain them.

Keep in mind the purpose and the real advantage of specials.

### PERMANENT INCREASE IN VOLUME

Continued from page 18

share of the \$50 prize money. Not a bad incentive for extra effort. This was a particularly enjoyable affair, according to the salesmen.

This Coat Special was handled entirely without benefit of newspaper, television or radio advertising. It was conducted entirely by direct mail and follow-up solicitation by the route salesmen. Direct mail amounted to mailing announcements and price lists to all addressograph customers and prospective customers on the routes. These mailing pieces were compiled without the usual expense of an advertising agency, and carried out the established trademark of Hollywood Laundry & Cleaners, which resembles a strip of movie film. Very attractive for being home-grown material.

**Sweater and Skirt Special:** This contest, also carried out in April with nothing more than direct mail and a follow-up solicitation by the salesman, featured a different horse race for each of the four weeks. Again the contest was started off by the same type of attractive looseleaf folder being presented to each salesman and to the key personnel in the plant, showing the advertising literature to be sent out and other steps in the procedure.

Each day of the individual races counted as a quarter mile. Thus the first race, being for a period of five days, was a mile-and-a-quarter affair. Since 36 salesmen were competing for prize money it was decided to pair the men off with two to each of 18 horses. After the first week's race, men were "handicapped" according to the work brought in the week before. As a result no two salesmen worked together as a team more than once.

Payment amounted to 5 cents for each sweater or skirt brought in, plus possible sharing in the weekly race purse of \$25, which was divided into win, place and show money. Each of the winning two-man team received \$6.25, place money amounted to \$3.75 per man in second place, while members of the third-place team each received \$2.50 show money.

The idea of handicapping salesmen according to their past week's volume made it possible for 28 of the 36 competing salesmen to share in the prize money. This four-race series was aptly called the "Jitney Downs" because each skirt or sweater brought in was worth 5 cents to the salesman, in addition, of course, to his regular commission.

Everyone had a lot of fun. Bob Welch, an aspiring photographer (sometimes known as "Out-of-Focus" Welch) took pictures at every excuse for posting on what became known

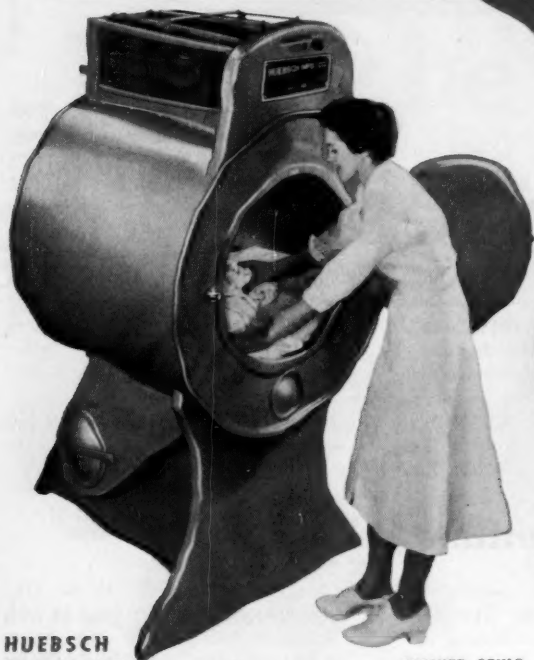
Contest rules and management suggestions for Sweater and Skirt manual are reproduced in part above. Folder given each salesman also includes advertising material sent out and sales manuals, made up in loose-leaf folders at cost of about \$1 each

*For large or small installations...*

# HUEBSCH

## LAUNDRY EQUIPMENT

*meets  
every  
need!*



### HUEBSCH TUMBLERS

Whether you require one, two—or a battery of fifty—Huebsch Tumblers are the fastest, most efficient dryers available. Designed by the world's largest producer of commercial tumblers. In four sizes—Laundry or Dry Cleaning models.

### CABINET STYLE TUMBLERS

Here is renowned Huebsch efficiency combined with a beautifully, modern streamlined design. Gas-heated or steam-heated models... three sizes... choice of any color.



### HUEBSCH WASHERS

Famous for ease of operation and trouble-free design, Huebsch Washers have a 50-pound capacity... but will do an equally fine job on a 25-pound load or even a 5-pound load. Choice of automatic, semi-automatic or manual controls.

### TWIN-CYLINDER TUMBLERS

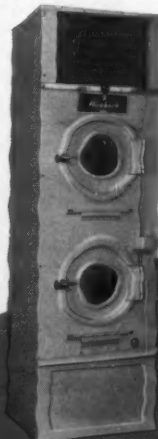
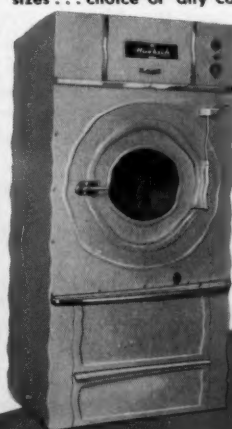
Ideal for drying any small load, a Huebsch "Twin" is only 27½ inches wide. Each cylinder has a 15-pound capacity. Gas or steam-heated models.

### HY-DRY TUMBLERS

Operates just like larger Huebsch Tumblers, yet small enough to go through a 28-inch door. Has a 16-pound capacity. Perfect for drying small loads. Easy to operate; all controls on front. Gas or steam-heated models.

### FEATHER RENOVATORS

Make flat and lumpy pillows look like new. Wonderful for laundries, hotels, motels, hospitals and institutions. Can also be used as regular drying tumbler.



Ask your Huebsch jobber for complete information...or write us direct.

**HUEBSCH ORIGINATORS**  
3775 N. HOLTON STREET • MILWAUKEE 1, WIS.

as the Rogues' Gallery. Only one problem arose. It resulted from the decision of sales manager Young and Bob Welch to remain at the plant each day until the last man checked in, so they could keep the race standings up to date. Instead of reporting back at their usual time, it was often 7:30 or 8:00 p.m. before the last salesman was in. The only true horse lover on the sales force even went so far as to appear occasionally in a borrowed jockey's outfit.

A couple of life-sized mannequins really made the production employees aware of the contest. These beautiful mannequins, of the general measurements of Marilyn Monroe, were decked out in appropriate sweaters and skirts and shifted around to different parts of the plant.

**Household Special:** The household promotion was not a contest as were the other two events. This has been an annual June and July special for the past six years. But this year it was handled differently in just one respect. Another of those attractive and instructional looseleaf folders was presented to each salesman. This folder gave complete information on how to price, how to inspect for sun damage, and many other details, even samples of blanket binding. Also this year the direct-mail pieces were of a more colorful nature.

Perhaps the salesmen, after two very successful selling contests in recent months, had gained added confidence and become better salesmen. In any event, the results could almost be termed spectacular. Total volume of household items over the nine-week period of this promotion amounted to \$11,000 compared to any other ordinary nine-week period during the year when \$4,500 approximate volume was the average on this type of work.

### Conclusions

At a time when many launderers are troubled as to the future of this industry, it is indeed encouraging to find one such organization so enthusiastic over the results of a route selling program. Hollywood Laundry & Cleaners is knocking on doors with gratifying results.

In short, salesmen on the routes are being taught to "sell," there is proper incentive in the form of m-o-n-e-y for the men to make those needed solicitations, and there is a visible air of confidence and enthusiasm that speaks well for the future of this plant.

Sales manager Earl Young is really sold on the new program, and proud of his sales crew. Earl's parting shot was: "Just remember . . . you don't



get 4,300 coats without real effort on the part of the salesmen!"

Over-all volume at Hollywood Laundry & Cleaners has increased 15 percent since these promotions were begun, in both drycleaning and laundry. Slanting the promotions to get drycleaning has resulted in retaining a great many new customers for this service. From these new drycleaning customers, attracted by the drycleaning specials, there has been a substantial demand for laundry services.

According to Don Welch family laundry business is far from dead, least of all in the fast-growing Los

Angeles area. But it takes real selling effort to bring in the desired business. To this end it is interesting to note that management at Hollywood has made every effort to relieve the advertising and sales executives from the time-consuming paper work necessary in their jobs. Keeping of exhaustive records and small, though important, details have been delegated to others so that the advertising and sales heads can devote full attention to promoting new business.

At least this combination of old heads and young guys is bringing in the business. □□

## Mountain Staters Meet

ATTENDANCE at the seventh annual convention of the Mountain States Laundry and Drycleaning Association was bolstered by a contest among allied tradesmen to bring in the most registrations. Delegates to the meeting, held June 13-15 in Estes Park, Colorado, included drycleaners and launderers from Colorado, Wyoming and New Mexico, with a few from Nebraska. Al Bowser, Chemical Sales Co., Denver, took home the \$100 check offered as the contest prize.

Frank Corrick, Denver Laundry, was named president of the association, succeeding Jack Grant, Colorado Springs. Other new officers include Fred Palmer, New Method Laundry and Cleaners, Grand Junction, Colorado, vice-president, and John Kuhn, Troy Laundry, Casper, Wyoming, treasurer. Frank LeRoy, Denver, remains as secretary of the association.

A big attraction at the convention was the appearance of "Mike" Dodge, American Institute of Laundering president, and Gene Hawk, Miller Laundry, Des Moines, Iowa, AIL regional director for District 7. Mr. Dodge's talk covered three main subjects: minimum wage legislation, union scandals that have hit the laundry workers in recent months, and signi-

ficant research being done by the AIL.

Sessions got underway June 14 with a morning address by Pat Kack, Cowles Chemical Co., on "Cold Water Rinsing." Friday afternoon sessions included an address by Morry Friedlander, Davies-Young Soap Co., on merchandising, and a talk by Jack Rachleff, Fablok Mills, on nylon nets.

Saturday sessions included two principal talks. H. O. Mamaux, Pittsburgh Waterproofing Co., covered in considerable detail the subject of padding the flatwork ironer, and Jim Chisholm, Sanitone Division, Emery Industries, gave a luncheon address on "The Magic of Management."

The business meeting, including election of officers, was followed by a cocktail party and the president's banquet, with installation of officers. A dance Saturday evening ended the convention.

Talk during and between convention sessions indicated that drycleaners now in the combined organization with laundrymen may soon restart their own independent organization. The drycleaners have been holding informal meetings recently, and progress of these sessions indicates that the split-up will become a reality before next year's convention. □□

"Psst!..."



# here's the lowdown on Wyandotte Rintex<sup>®</sup>



**FIRST...** this all-purpose built-soap can be used *alone*. It's a *complete* product!



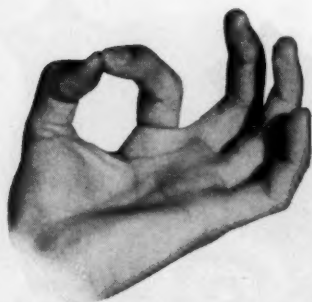
**END WASTE!** You get better control of supplies, and you save money. Amount to use? Add RINTEX to build desired suds.



**SAFE!** ... Easy to use, too. All you have to do is add RINTEX dry to the wheel.



If you want sparkling, fresh work along with faster washing and rinsing action, easier ironing, ask your Wyandotte jobber or representative about using amazing RINTEX *alone*. Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.



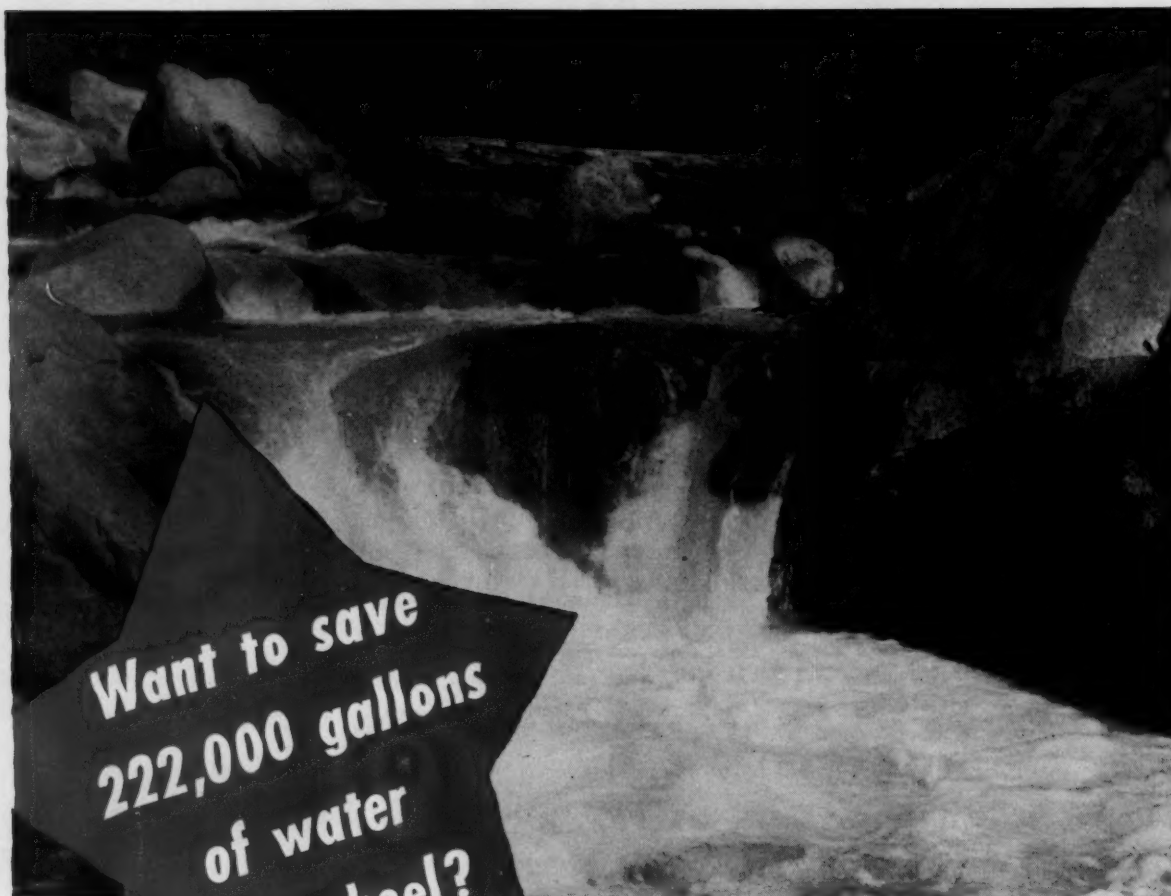
**RESULTS?** Just great! Brighter, cleaner work—high soil suspension and maximum whiteness retention!



**Wyandotte**  
REG. U. S. PAT. OFF.  
**CHEMICALS**

J. B. FORD DIVISION

SPECIALISTS IN LAUNDRY WASHING PRODUCTS



Want to save  
222,000 gallons  
of water  
per wheel?

**These Kever products,  
used together, can do it  
and improve quality, too.**

Increased water costs are sending your profits down the drain. Stop this flood of waste by using Satinette and Ultra-Lite.

A check-chart analysis will tell you exactly what you can save in your plant . . . how you increase poundage . . . maintain better quality controls. Want proof?

*Ask your Kever Sales-Service Man*

**SATINETTE** —A balanced blend of wheat and corn for proper body and a smooth, pliable finish. Non-congealing. No waste. Use it hot or cold.

**ULTRA-LITE** —Makes whites ultra-white. Makes colors ultra-bright. With each 42" x 84" wheel on a 48-minute formula running 8 hours per day, you can increase production 6,900 lbs. and save 18,400 gallons of water per month—222,000 gallons per year.

**THE KEEVER STARCH CO., Columbus 15, Ohio**  
Corn, Wheat and Other Grain Products for Industry Since 1898



# JUMBO

## PRESS PADS



**A JUMBO pad  
for every purpose**

**PRESS PADS  
FLAN - O - WOOL  
MAGIC FLANNEL**

**FLATWORK IRONER PADDING**



Something big has been added to the Jumbo Press Pad line. The recognized high quality of International products is now strengthened by the experience of The Keever Starch Company in the laundry and dry cleaning industries.

Plant operators know the Keever code to help develop better work, faster production, lower unit costs. Now you can expect these and other benefits with Jumbo products sold through Keever distributors assisted by trained Keever Sales-Service men.

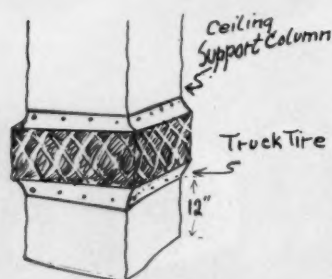
Jumbo Press Pads are tailor made to fit all of the hundreds of press models made by more than 30 manufacturers. For top quality work in your plant, look to Jumbo — and Keever.

*Ask Your Keever Sales-Service Man*

Sold and Serviced by **THE KEEVER STARCH CO.**, Columbus 15, Ohio  
Manufactured by **INTERNATIONAL STEEL WOOL CORP.**, Springfield 99, Ohio

## Rhapsody in Belieu

HAD NO IDEA how much I depended on my reading glasses until I broke the blasted things. (All of a sudden I realize I need glasses to find my glasses.) It's just that I can't pick up the new ones until tomorrow . . . and this "Rhapsody" has to be done today. Forgive the "artwork" just this once, gentlemen. (Which reminds me of a launderer who is 87 years old and never has used glasses . . . drinks right out of the bottle.)



### Truck Protectors

Finally visited the famous Hollywood Laundry & Cleaning plant, and got better acquainted with Don Welch and his son Bob. Plant manager George Miller showed me a bunch of gadgets and my day was complete.

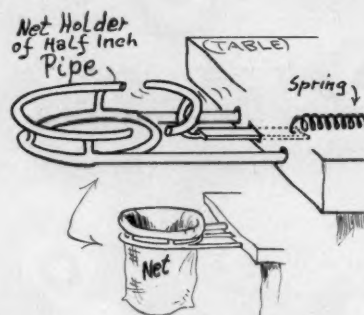
Worn-out truck tires are put to work all through the plant to protect wooden trucks from damage caused by being pushed against posts and other obstructions. All the ceiling support posts in the plant sport used truck casings fastened near their base at about a foot off the floor, for the trucks to bump harmlessly against. Pipe guard rails are also padded in the same manner, to prolong the life of the trucks.

With the metal bead removed and slits cut properly in the sidewalls of the tires, the old casings have been shaped to conform to, the shape of various objects and are not at all unsightly.

### Permanent Net Holder

Small commercial bundles from hotel accounts, which are called "hotel bundles," are placed in nylon nets be-

fore going to the washroom at Hollywood Laundry. Flatwork is placed in orange nets, and tumble work goes into blue nets for faster expediting to the proper departments when it comes out of the extractors.



The break table has a permanent net holder not often seen any more. Made of half-inch pipe, the stationary part is about three-fourths of a circle, while a quarter-circle of the same material is held to a bar which enters the front of the break table. It has a spring on the end to hold the quarter-circle away from the three-quarter circle. (I wish now I'd never started to explain this!)

It all winds up that you pull the quarter-circle forward to touch the three-quarter circle, fit the top edge of the net over both pieces . . . and the spring tension keeps the net wide open.

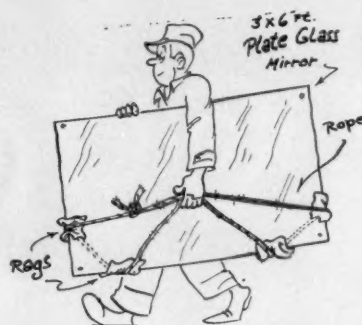
### Carrying Aid

This one was news to me. The other day I saw a man carrying a 3-by-6-foot plate-glass mirror all by himself . . . and I know it was heavy and ordinarily awkward to handle. But not in this case.

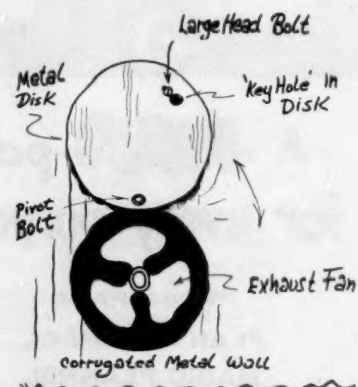
The drawing shows better than I can explain it how a length of rope had been tied into a loop to go around the lower corners of the mirror so he could use both thicknesses for a handhold, with the weight resting on the rope where it went under the lower edge. Needless to say, he had placed folded rags between the ropes and the glass to prevent cutting the rope.

(Believe me, I'm going to use that idea the next time I have to move a

section of plywood. Come to think of it, it should work as well for carrying doors . . . we went for wall-to-wall



carpeting and I have four that have to be carried out to the garage for whacking a little off the bottom. Now maybe I'll be able to carry the things.)



### Cover for Exhaust Opening

At Southern Service I came across a strikingly simple manner of holding the cover for the exhaust opening in the corrugated metal outside wall of the paint spray department. It was a metal disk which pivots on a bolt just above the opening. To uncover the exhaust opening the disk is swung up and a keyhole-like opening slips over a large-headed screw (or bolt head). By turning the disk slightly the small end of the keyhole opening slips snugly around the shaft of the screw and holds the disk securely in place. (This is miserable to explain, but I've seen the idea used on the cover plates of a lot of electrical devices, so I hope you know what I'm talking about!) □□

# Here's How The SAGER CUTS SHEET SHAKING COSTS in HALF

## Pocock's Corner

I am sure that most of you are of the opinion that YOUR moisture retention is much better than the plant I have been writing about in the past two months. I am pleased that you



think so much of yourself and your results. Try testing a load on some nice rainy day—will you be surprised!

**M. A. Pocock**

I would say that a good heated tumbler should be able to handle the work for any two ironers to be run at the high production rates that I have in mind (12-15 sheets a minute each). Run the tumblers long enough to knock out about 20% more moisture in about 5 minutes time per load—maybe a little less on good days. This could bring the retention down to just under 50% in most cases.

Of course, it would be wonderful if moisture retention could be brought down to below 40%. BUT, most of you would be in trouble if you got down to such a wonderful situation, you could not handle the goods as FAST as they should be in order to secure good ironing.

What are you going to do in these days of high costs, stay in business or go BUST, and how soon will you make up your mind which way? Sure, these darn things cost plenty (I don't sell 'em) but I do hope to get across to you the idea that the flatwork ironer is the one machine that costs like 'ell to operate. Must you hire ONE more girl to prepare the work for the ironer? Must you separate into classifications for higher production on large pieces? Must you SLOW DOWN the small piece ironer for greater coverage? THINK it over day after day. What price do you get for one sheet? Could it be 10¢ or more? ONE sheet per minute could be \$6.00 gain in selling price per hour and (if you have the work), \$240.00 more per week of 40 hours. Think of it! Just ONE MORE sheet per minute equals \$240 in 40 hours!

*M. A. Pocock*

## Speeds Up Flatwork Production Increases Your Profits

The

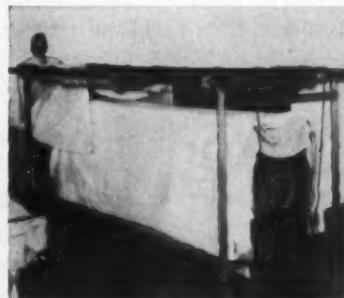


### ★ Increases Production With Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

### ★ Reduces Labor Turnover

No more back-breaking lifting and nerve-wracking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.



View of Sager "B" Spreader. Handles 1,200 to 3,000 sheets and spreads per day

### ★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



Please send us full facts about your labor-saving Sager Spreaders.

**M. A. Pocock**

1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Print your name \_\_\_\_\_

# The latest concept in shirt finishing

**New Single-Buck  
Formatic Press  
gives you a complete  
2-girl department  
not just a 2-girl unit**

Shirts are prepared, finished, inspected, any missing buttons replaced, folded, sorted and packaged in the compact, 2-girl Single-Buck Formatic Shirt Finishing Department. Every single detail is efficiently handled by only two girls.

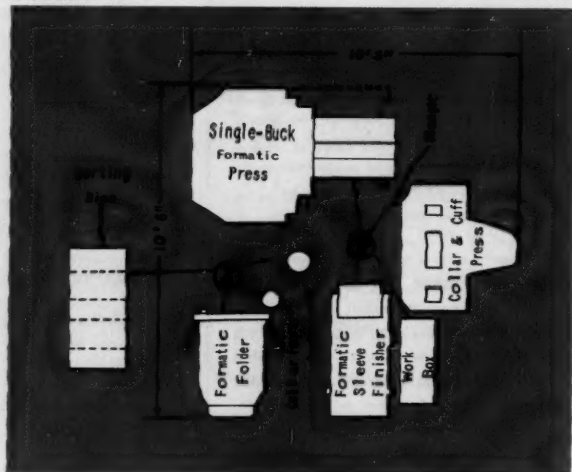
Production in this new Single-Buck Formatic Department is the real clincher. With all of these bonus operations included, two girls can produce an average of 85 beautifully finished shirts per hour!

When you buy shirt-finishing equipment, don't settle for just a Unit, get a complete 2-girl shirt finishing department—an American Single-Buck Formatic, the newest concept in shirt finishing!

See the new Single-Buck Formatic in action. Ask your American Man from the Factory for a demonstration, or write for complete information.

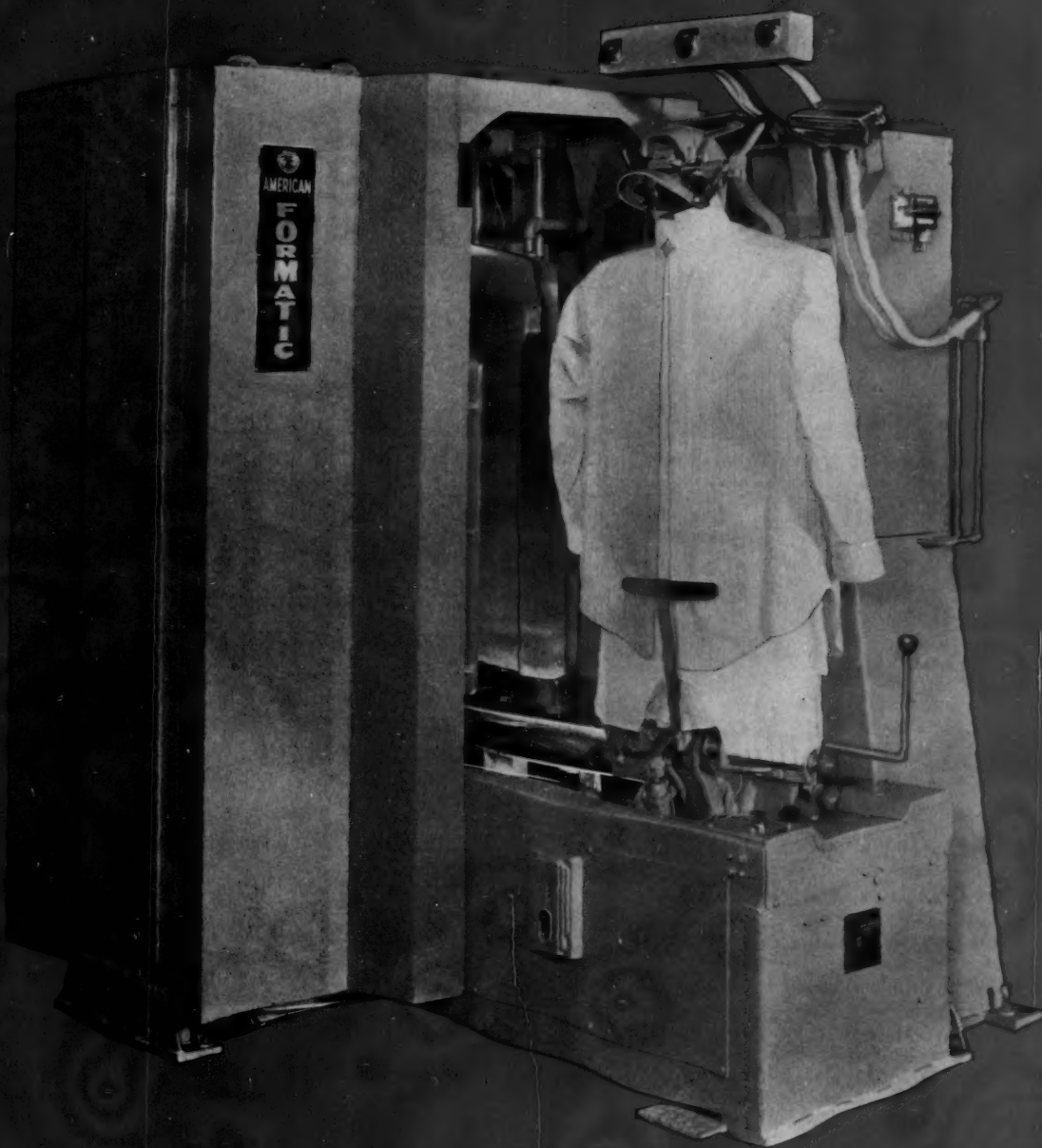


Push-button Shoulder Ironing Chests of the new Single-Buck Formatic Press give extra quality touch to shoulders. No separate lay is required as shoulders are already in place on buck.



Compact, step-saving layout gives the greatest production per square foot of floor space. One girl operates all the presses. Second girl operates Formatic Semi-Automatic Folder and handles all other duties of complete shirt-finishing department.

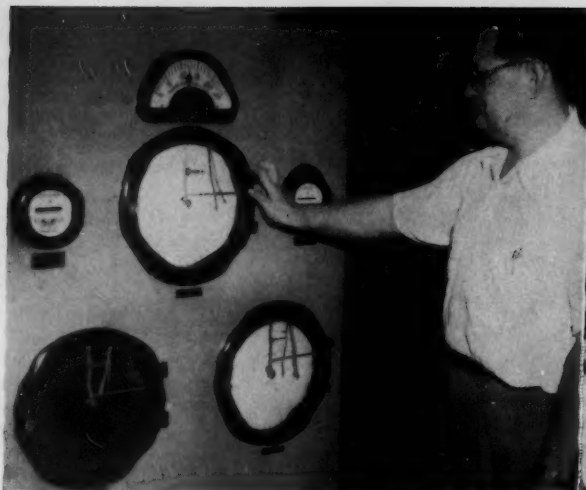
**The American Laundry Machinery Company, Cincinnati 12, Ohio**



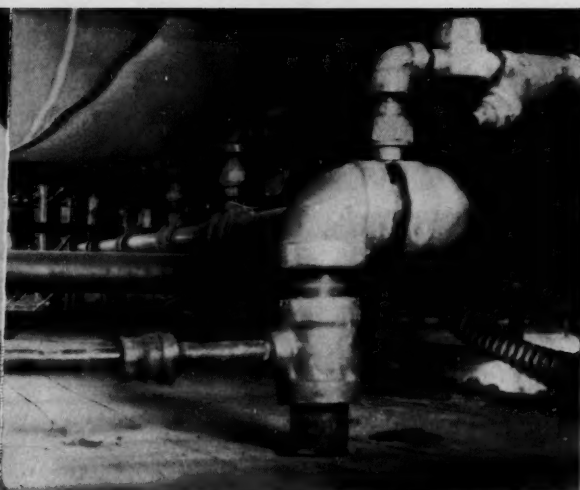
New American Single-Buck Formatic Press is the key to the high-production, 2-girl shirt finishing department. With one lay, one operation, the Formatic Press gives fine-quality, form-fitting finish to the entire shirt front and body, including the yoke. Same girl operates Formatic Sleeve Finisher and Triple-Head Collar and Cuff Press.

*You can expect more from*

**A**merican 



**Seagoing engineer Peter Gruchawka checks Pilgrim Laundry's boiler control board as first step in revamping firm's power facilities. Changes resulted in plant's saving 32,000 gallons of fuel last year**



**Trap techniques:** Pilgrim uses  $\frac{3}{4}$ -inch thermodynamic traps on the chests at the feed end of the iron and  $\frac{1}{2}$ -inch size on remaining chests. A  $\frac{3}{4}$ -inch trap is used on steam header

## *Want To Make Your Plant Shipshape? Get a Marine Engineer To Do the Job*

THE TITLE of this story may lead you to suspect that we have taken a few liberties to make a rather weak pun. But, actually, there's more truth to it than meets the eye.

Two years ago, one of the oldest and best known plants on the Eastern seaboard did sign on a marine engineer who has since done an impressive job in making this plant's power facilities more efficient and up-to-date.

The plant in question is the Pilgrim Laundry of Brooklyn, New York. And its chief engineer is Peter Gruchawka.

Before joining the Pilgrim staff, Mr. Gruchawka had 18 years of practical engineering experience aboard ships going to every corner of the world. He had won a commander's commission in the maritime service and the importance of economical power plant operations were deeply ingrained in his nautical training.

Last year Mr. Gruchawka's efforts in improving Pilgrim's power facilities resulted in the firm's saving 32,000 gallons of Bunker C fuel oil. At the same time, the plant experienced increased production and reduced costs, as we shall see later.

It is difficult to recount all the changes that have been made during the past two years. But these were

**By HENRY MOZDZER**

Mr. Gruchawka's primary objectives:

1. To make sure that the boilers were operated as efficiently as possible.
2. To see that sufficient steam was delivered to all equipment.
3. To see that the condensate return system was functioning properly.

### **The power plant**

Pilgrim's power plant consists of two 1,000 hp. oil-fired boilers and one 150 hp. heating boiler.

On seeing evidence of oxygen corrosion in these boilers and scale in the tubes, the plant engineer's first recommendation was for boiler feedwater treatment. This was standard operating procedure at sea and now the chemical analysis of incoming water is a daily practice at Pilgrim.

These tests are used to determine alkalinity and oxygen content of the water as well as to check for the presence of chlorides, excess phosphates, sulphites, etc. Knowing the condition of the water and how it affects the system, the watch engineer can add

chemicals to correct unfavorable reactions which might otherwise result. The condensate return is also treated to prevent corrosion in the lines.

Another change made here was to put exhaust steam to work in providing all the plant's hot-water requirements. Exhaust steam is now also used to heat the plant building in the winter time. The only time that 150 hp. heating boiler is put to use now is on week ends.

### **The piping system**

Once the power plant was put in shape, Mr. Gruchawka set out to check the size and capacities of Pilgrim's steam lines. In so doing, he found that present-day drying needs were such that many ironing units were not getting enough steam.

To correct this situation, the old lines were removed and parallel mains put in. To date more than 1,500 feet of new piping have been installed. Every steam line has been vented for air removal. And steam pressure gauges have been installed at various points about the plant so that fluctuations in pressure can be quickly checked.

*Continued on page 34*



## "Factory-Built"\* to bring you more advantages!

For washing results that will delight your customers and in the process save you time, manpower and money—try Ozonite.

Ozonite is a scientifically balanced complete soap. This means that it's ready to use as it comes to you from the factory. You add nothing—the soil removing and suspending agents are all in it. And Ozonite's uniform quality assures top-quality results,

load after load—even when used by an inexperienced washman. The convenient suds level guide tells him when he has added just the right amount of Ozonite for a proper washing mixture.

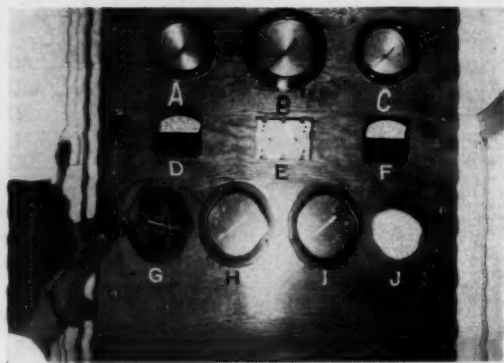
Why don't you, too, join the many laundrymen who find that washing is so much easier and economical with factory-built Ozonite?

\*The complete ready-to-use soap.



*Procter & Gamble*

Bulk Soap Sales Department, P. O. Box 599, Cincinnati, Ohio



The panel above tells Pilgrim Laundry's engineer everything he wants to know about the plant's power supply at a glance. It is currently being installed in the engineering office under Peter Gruchawka's direction.

The first gauge (A) measures the pressure of incoming city water. Abrupt changes in pressure tend to stir up mud and sediment in the mains, making the incoming water unsuitable for plant usage. Having some warning of these fluctuations, the plant can shut off the city main and use its reserve water supply the rest of the day.

The second gauge (B) measures the plant's steam pressure. It is important that a constant check be kept on this since the Labor Board sets a 100-pound limit here and plant equipment cannot be operated on pressures much below that limit.

Because all of Pilgrim's productive equipment is air-operated, the compressed-air pressure gauge (C) is impor-

tant in seeing that pressure is maintained at a constant level. (Remote-reading thermocouples will also be placed on the plant's compressors in the near future to sound an alarm in the event of any overheating.)

Pilgrim Laundry has its own turbines to generate electric current and supplements this with city power. The meters (D and F) record amps and volts.

The blank space (E) will house water-tank controls. Pilgrim's new hot-water system uses exhaust steam. Three telltale lights will indicate whether or not the system is operating properly: one light will tell if the circulating pump is in service; the second will indicate feed from the water softener, and the third will check on the recirculation of hot water.

By keeping a check on the temperature of incoming city water (gauge "G") the plant will be able to bypass very cold water to a heat exchanger to take the chill off it before pumping it up to the heater on the plant's roof.

We should explain at this point that Pilgrim has its hot- and cold-water tanks on the roof of the plant. (All process water from condensers, coolers and even recirculating water from the plant's drinking fountains is discharged to the cold-water tank to be used for rinsing purposes.) The remaining three gauges on the master control board are important because they provide a constant check on the tanks, which are located 160 feet from the engineering office. The only other way this information could be obtained would be to have one man make regular trips between the first-floor office and the tanks on the roof. Not very practical.

Gauge (H) records the water level in the rinse tank. Gauge (I) records the level in the hot-water tank and (J) indicates its temperature, which is kept at 190° to 195° F. with exhaust steam.

*Continued from page 32*

### The return system

In studying the return system, Mr. Gruchawka found that up until then the plant had relied on gravity to handle the condensate. He knew that traps could do a better job, but he wasn't quite sure which type would be best suited for the plant's operations. So he decided to make a couple of tests.

First, he ran a steam test, using a bucket trap and a thermodynamic trap on a test line with an open discharge for a period of 75 days.

Then he put bucket traps on all steam chests returns of a 6-roll flatwork ironer and watched them operate for three months. Not satisfied with the results, he replaced the bucket traps on the first two chests with thermodynamic traps. With this change, his pyrometer tests showed that the surface temperatures on the first two chests stayed high and even under all operating conditions, while the other chests did not. There was fast, efficient heat transfer and immediate recovery of surface temperature on the first two rolls and, what's more, the new traps needed no maintenance during the test period.

As a result of these tests, the plant standardized the use of thermodynamic traps and is converting 350 pieces of steam equipment to thermodynamic use.

The 46 presses in the shirt department are individually trapped with a size  $\frac{3}{8}$ -inch thermodynamic trap. The plant's seven 6-roll flatwork ironers are equipped thus: A  $\frac{3}{8}$ -inch trap is installed on steam headers to dry out the steam before it gets to the chests. The first two chests at the feed end of the ironer are fitted with  $\frac{3}{4}$ -inch traps and  $\frac{1}{2}$ -inch traps are used on all four other chests.

After one year of operation, the new trap setup has proven trouble-free so far as maintenance is concerned. The problem of handling re-runs has been eliminated and flatwork production was increased by 9.8 percent per operator hour.

Mr. Gruchawka estimates that the economies accomplished will pay for the entire trap installation in five years.

The improvements in power plant efficiency, piping and trapping made it possible for Pilgrim Laundry to use 10 loads less of Bunker C fuel oil last year. (Each load measures about 3,200 gallons.) But all the changes have not yet been made.

One of Mr. Gruchawka's current projects is to set up the plant's maintenance shop in a systematic manner in order that a preventive maintenance program can be established. This is no small task since Pilgrim has more than 350 pieces of equipment of various types and about 250 electric motors.

The maintenance staff includes one electrician, one carpenter, one pipe-fitter, two painters, three mechanics and three helpers. The power plant is manned by two watch engineers and three firemen.

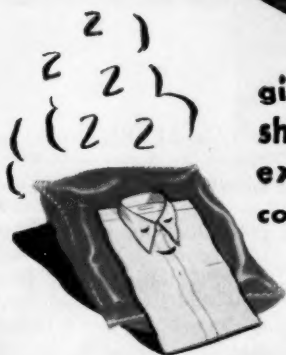
The need for a larger staff has been offset by the use of automatic controls and other time- and labor-saving devices. Shortcuts are also taken whenever possible to reduce maintenance and down-time. For example, when a bushing wears out in a press, the plant engineer prefers to substitute a needle—or ball bearing in its place. The latter last longer because they carry the load without causing the pins to wear.

Another project under consideration for the future deals with the possibility of installing a waste-heat reclaimer in the washing department. But that's another chapter in Pilgrim's progress. □□

# Fold shirts in half the time!

ONLY

*Prosperity*



gives you this <sup>fully</sup> automatic  
shirt folder with the  
exclusive "sleeping  
collar" shaper



## This is the machine that does it!

- It's a completely **NEW** concept in folding shirts . . . and it's **fully automatic**.
- Gives a fast quality fold that increases operator production up to 50%.
- Easier and quicker to train operators.
- Will synchronize with any shirt finishing set-up.

With Prosperity's Automatic Folding Machine you save time and production costs . . . your customer is happy . . . comes back again and again!

Prosperity Automatic Shirt Folding Machines do a complete, thorough job. Even fold the tail of the shirt. It makes the process simpler . . . easier . . . faster.

Makes employees more satisfied and happier, too.

No collar support, no boards, no bands required.

With the "Sleeping Collar" shaper, shirts are slipped into a plastic envelope, ready for storage and delivery.

No collar curl-up in storage or when worn.

Also available for use with board, band and collar supports.

## Sales Kit

These merchandising aids are available to you for "Sleeping Collar" customer promotion. Contains window streamers, mail stuffers, counter card and ad mat.



Trademark, The Prosperity Company, Inc.

**The PROSPERITY**  
AUTOMATIC PRECISION PRODUCTION TOOLS FOR LAUNDRY,  
SYNTHETIC DRESSING PLANTS AND GARMENT MANUFACTURERS  
**Company Inc.**

LAUNDRY EQUIPMENT  
Main Office and Factory, Syracuse 4, N.Y.

Sales, Service and Parts in Principal Cities

## MAIL COUPON TODAY

THE PROSPERITY COMPANY  
125 Marcellus Street, Syracuse 4, N. Y.

(31-P)

We are interested in more information on the  
NEW Prosperity Fully Automatic Folding Machine.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# A.I.L. Activities

## Home Is for Living . . .

For this year's Professional Laundry Service Week, scheduled for October 13-20, the Institute has selected the slogan, "Home is for living not laundering."

Promotional materials to help member laundries to publicize professional laundries have been prepared by the AIL. These include newspaper mats, counter cards, bundle inserts, window streamers, truck posters, radio spots, publicity releases, lapel ribbons, a consumer education folder and die-cut pocket hanger or button cards. The promotional spotlight is focused on professional laundry service with a secondary emphasis on the Certified Washable Seal and the AIL Membership emblem.

The Institute urges laundrymen to start their campaigns at least one week in advance of October 13 and suggests that two weeks in advance should give better results.

## Balanced Water Consumption

The daily use of water in professional laundries is in excellent balance throughout the week, Monday through Friday. This statement is supported by facts revealed in a survey among members of AIL's advisory committee on production and engineering.

The survey was conducted to accumulate more data for the Institute's continued investigations of more equitable sewerage charges for laundries. Normally, these charges are based on or added to the cost of water consumed. One of the big problems of sewerage disposal plants is the heavy peak on Mondays and Tuesdays which is attributed to the washing of clothes. The AIL maintains that this peak is greatly reduced to the extent of family laundering done by professional laundries. The laundry helps level out peak loads of the sewerage plant and, therefore, an adjustment in sewerage service charges should be possible.

Questionnaires were mailed to 126 members of the committee. Returns were received from 79 laundrymen, a return of 62.7 percent.

A. L. Christensen, manager of the department of production and engineering, analyzed the returns and reported the excellent balance of water use throughout the week. He also reported that the survey showed a trend toward the use of water for cooling purposes, which indicated the advisability

of investigating recirculating systems to save water and sewerage.

The survey also revealed that the amount of water left in clothes after extraction is about 1.39 percent of the total water used. About one-half of the plants reporting have excellent control of water used with a minimum of waste. The remainder of the plants have opportunities to improve control of use and waste of water.

It is expected that the pertinent facts revealed by the survey will be combined with other related data and made into a Service Bulletin.

## Institute Names Pearson



RICHARD E. PEARSON

Richard E. Pearson has assumed the duties of staff assistant in the AIL sales and advertising department. A graduate of the University of Illinois with a major in advertising, Mr. Pearson handles the layout copy, and production of advertising materials prepared by the AIL for its laundryowner members. He also helps prepare sales and promotional aids for the laundry-drycleaning department.

Mr. Pearson is a lecturer and teacher in the Institute's conference and education programs. He also corresponds and confers with members on various phases of sales and advertising programs.

## 300 Join Shirt Campaign

This fall more than 300 AIL member laundries will participate in the "Shirt Elegance" program. To make the campaign adaptable for any sized laundry, the Institute offered 13 different selling aids in various combinations. Small space newspaper ads, die-cut matchbooks and pocket-hanger cards proved most popular among the members.

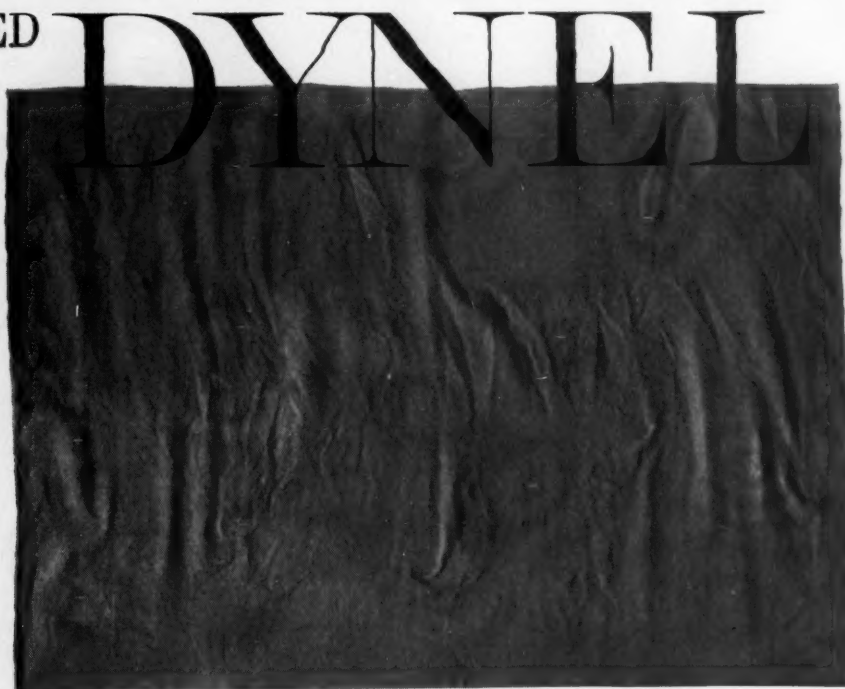
## LAUNDRY BUSINESS TRENDS

New York	New Jersey	New England
four weeks ended	four weeks ended	July 6—2.6% <u>more</u> than last year
July 27—2.7% <u>less</u> than last year	July 27—1.4% <u>less</u> than last year	July 13—0.9% <u>less</u> than last year
M. R. Weiser & Co., New York	M. R. Weiser & Co., New York	July 20—1.6% <u>less</u> than last year
		July 27—2.4% <u>more</u> than last year
		Carruthers & Co., Boston
Southeast		
June—1.0% <u>more</u> than last year		
J. R. Wilson & Co., Atlanta		

If your fender cloths look like this after 6 weeks . . .



YOU NEED



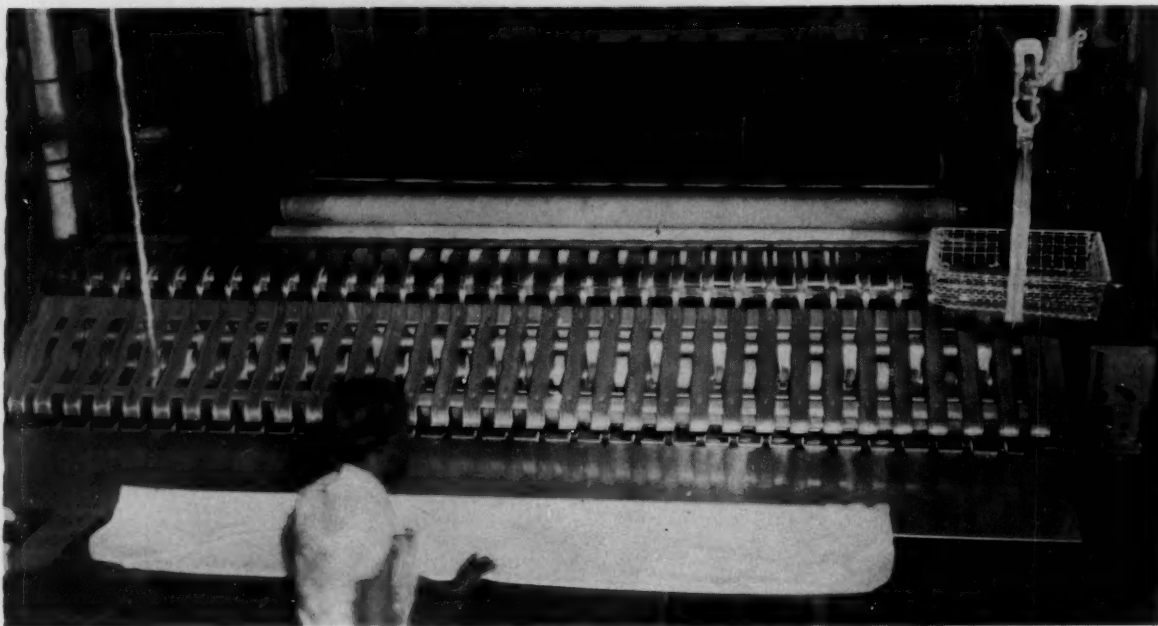
Both cloths shown here have been used and laundered 6 times, receiving identical treatment. What happened to the first one is an old story in the rental laundry field. The DYNEL fender cloth, on the other hand, proved un-

affected by battery acids, stoutly resisted the rigors of commercial laundering. DYNEL's outstanding performance is being demonstrated over and over, in use on the job. For a more profitable rental operation, get DYNEL. We'll be glad to send a list of suppliers.

DYNEL • a



textile fiber • 30 East 42nd Street, New York 17, N. Y.



Speed of production is governed in part by type of equipment and accessories used. This 8-roll with spreader and automatic folder irons sheets at 70 to 80 feet per minute. Top production with seven operators here hit 92.3 pounds p.a.h.

## How Fast Should an Ironer Run?

The only way to answer this question is to study it from every viewpoint

By HARRY COHEN

Laundry Management Consultant

A GREAT DEAL has been written about flatwork ironer production by manufacturers of machinery, by supervisory help, by time-study engineers and by plant engineers.

The reaction of each is bound up in his individual interest in one particular phase of the operation. The problem should be approached as a whole, from every point of view.

The manufacturer, for example, after turning out the best machine possible, expects the plantowner to afford optimum operating conditions, since the manufacturer knows by previous experience that his equipment will produce a definite number of ironed pieces, with the machine running at specific speeds.

The supervisory help expects the machine to operate without delays at maximum speed for the specific type of work being ironed.

The time-study engineer is primarily interested in how many pieces are

being produced per operator per hour—or total machine production per hour. He hopes, in all operating phases, to enable labor to produce as much as possible in any given time.

The plant engineer's interest is that the flatwork ironer should not be run faster than the work can actually be done well, and that the ironer should not be used as an extractor. This means that there should be no more than 50 percent water retention in the fabric after the extracting period, or the ironer will be put to the task of trying to do two jobs at once—evaporating the moisture and ironing. Obviously, the machine will have to be slowed down if too much moisture is left in the fabric.

Since it is to the owner's interest to tie in each of the phases, he must make sure that each individual operation is at its optimum. He must, for example, determine that the man in charge of extraction has not cut the

time, thus throwing an extra burden on the ironer which must then evaporate moisture as well as iron.

### Speed of ironer

Whenever an ironer does not have a speed gauge, or when it is not in working order, a simple formula will give the approximate speed.

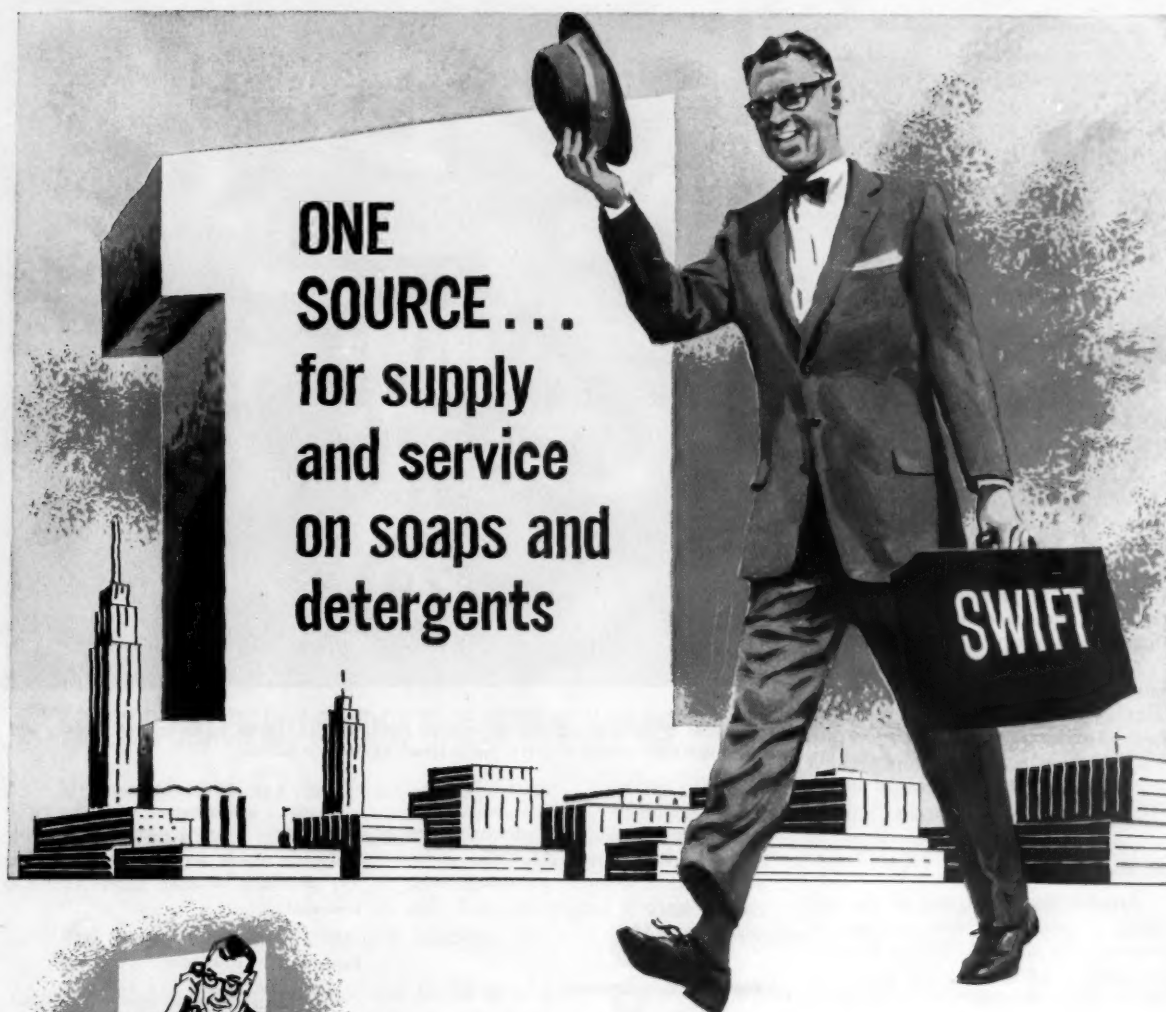
First measure the diameter of the padded roll; then count the revolutions per minute of the roll, using a stopwatch. Multiply the diameter by the number of revolutions, and then by 3.1416. For example:

$$\begin{array}{rcl} 12 \text{ inches} & \times & 10 \\ \text{(Diameter)} & \times & \text{(r.p.m.)} \\ 3.1416 & & 376.99 + \\ (\pi) & = & \text{inches} \end{array}$$

Now, divide by 12 (inches per foot) =  
31 + speed in feet per minute

Different size flatwork ironers have different relative speeds.

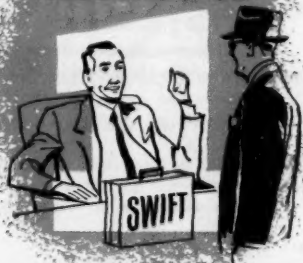
Continued on page 40



**ONE  
SOURCE . . .  
for supply  
and service  
on soaps and  
detergents**



**NEARBY  
RESOURCEFUL**



*To Serve  
Your Industry Better*

● *Swift sells Soap and prompt, courteous and resourceful service* —from a wide network of Swift offices and warehouses located all over the country.

Your Swift man draws on experience that covers over half a century of soap making and *in-plant* experience in supplying laundry needs. That's why there's a Swift's Soap or Detergent to match the type of soil you're chasing and one to match your water and temperature requirements, too.

**Ask your Swift's soap man about FLEXO**  
—for sparkling clean clothes.

**FLEXO.** Swift's Flexo combines a thorough wash job with the efficiency of a soap you can use throughout the wash. It's a complete soap that will give a proper pH from the start to the finish of the wash cycle.

**SWIFT'S COLD WATER SOAP.** Excellent for soil removal from light colors, fugitive colors, rayons, and woolens or other low temperature washing. Brings out excellent whiteness in background of printed fabrics.

**WHITE RIBBON (Chips or Powder)** are neutral soaps, for those who prefer to build their own formulas. They are made from the finest tallow and are recommended for higher temperature washing.

**SOLAR DETERGENTS.** Several readily soluble white, and free-flowing detergents are available. Designed to work in hard or soft, hot or cold water, Swift's detergents can be depended upon for general washing and for laundering delicate fabrics.

Continued from page 38

	Feet per minute, slow	Feet per minute, fast
6-roll .....	22 .....	66 or more
8-roll .....	33 .....	90 to 110
12-roll .....	50 .....	50 to 120

Many new-type machines have speed changers which enable the operator to set any desired speed.

### Sheet production

Some supervisors feel that the best way to feed a flatwork ironer is to set it at a speed of "feet per minute" at which the feeders are able to keep one sheet directly in back of the next, with no space or gap between sheets.

If every inch of space is covered, the ironer is at optimum production. However, let us examine this further. There is a definite advantage in running an ironer at a slightly increased speed, over and above top production possible for feeders to be able to keep up with the ironer.

A faster machine speed tends to pace the feeder at a higher tempo. This usually induces the operator to feed faster and to give greater production. This increased feeding tempo is the keynote to a successful incentive system.

### In linear feet

Assume that the speed of the machine is set at 100 feet per minute, and that the sheets to be run measure 99 inches in length, 81 inches in width. First, determine the number of inches in 100 feet; that is, 12 x 100, or 1,200 inches per minute. Now dividing 1,200 inches by 81 inches, we find that approximately 14½ sheets can be run through per minute.

Were we to run this machine at a faster speed we would be gaining in production only to the point at which operators can keep up with the ironer's maximum.

Accordingly, in determining proper ironer speed, consideration should be given to finding the top speed point at which operators will keep up with the ironer and at which good quality and dry work will result.

### Strings or tapes

In running sheets on a flatwork ironer, some plants will place six strings across, while others will use only three strings.

It has been observed that three strings will suffice and may lower the "down-time" of an ironer whenever a string breaks.

The preference of tapes versus strings has been debated pro and con.



All sheets at this family laundry are handled on one 6-roll ironer, small pieces on another. Addition of spreader and folder enables plant to do 2,700 to 2,800 pounds per day with four operators instead of seven. Ironer speed: 68 feet per minute

And each side feels its method is better. For certain types of work tapes are considered preferable. The nylon string has a definite advantage over cotton, since it lasts longer and does not burn as fast.

### Pressure adjustments

A common practice when sheets are coming out damp is to increase the pressure of the rolls.

This pressure should never be increased by manual adjustment, unless the roll diameters have fallen below the manufacturer's specifications. If the roll diameter is below standard, it is better to rebuild the diameter size rather than to increase the pressure.

### Pressure screws

The pressure screws are adjusted so that the greatest amount of pressure is on the first roll, the one nearest the feeder. The next roll should have less pressure, and so on through the succeeding rolls.

A good way to picture this decreasing pressure in an 8-roll ironer is to imagine eight weights resting on the roll nearest the feeder, then seven on the next, then six, etc. Thus the last roll nearest the end has little or no pressure and is ironing by its own weight.

The reason for having greatest pressure on the first roll is because the first

roll comes into contact with the cloth at the time when it contains the most moisture. Each succeeding roll needs less pressure because the moisture is lessened.

### Padding

The asbestos-type cover and padding have become prevalent in recent years. However, cotton, Dacron and other fabrics of man-made fibers give unusually fine finishes for special types of work. There is much to be said for each of the many kinds of covers and paddings.

### Conclusion

The flatwork ironer itself isn't always the root of a production problem. There are many external factors which affect its operation adversely. For example:

- Low steam pressure
- Poor drainage of condensate or air
- Undersized padding
- Insufficient extraction
- Excessive speed for the type of work
- Loose aprons
- Poor feeding, etc.

The question: "How fast should an ironer run?" is one that is best decided by the individual plant after all factors are considered. □□

Make it the NEW 1958

# BRAUN UNIT WASH

COMBINATION WASHER-EXTRACTOR

for 614 good reasons



Braun Unit Wash Model 200

## The 600 BRAUN Installations Now in Service PLUS These 14 Big New Bonus Features!

With more than 600 units now in use—many of these multiple installations—Braun is far ahead in the combination washer-extractor field. We can't show the installations, so let's settle for telling you about

14 big new bonus features that are putting Braun further ahead than ever. Here they are—and the new Braun 1958 Unit Wash has them all:

- 1 Larger shaft, new outboard bearings, 3 $\frac{1}{4}$ ", front and rear.
- 2 Double labyrinth seal mounted ahead of each main bearing—no water touches bearing seal.
- 3 Larger cylinder door—9" to 12" more reach into cylinder.
- 4 Control panel timer changed from spring operation to electric—adds years to timers' life.
- 5 Two new cylinder ribs give added tumbling action, better load distribution.
- 6 New positive locking latch guarantees door locked during operation.
- 7 Temperature gauge with 3 $\frac{1}{2}$ " dial. Larger, more accurate, easier to read.
- 8 New heavy-duty 8" eye-beams anchor unit to base.
- 9 Heavy reinforcement plates at front and back of cylinder around shaft.
- 10 Torque extractor motor with 50% more power compensates for low voltage.
- 11 Overflow outlet moved to rear away from turbulent action; cuts supply losses.
- 12 New poppet-type dump valve with Neoprene seat holds water level constant.
- 13 Larger water inlet on top of unit accommodates full capacity of both hot and cold water valves.
- 14 Epoxy-resin paint gives added resistance to caustics and alkalis.

No change in Braun's "big drop, wet rub and squeeze" washing action or in Braun's Critical Point Extraction—the superiority of these Braun techniques has

been proved over and over again. But we've revamped the machine itself from top to toe. Available in 60, 100, 200 and 350 lb. capacities.

Get full information. Write today!

# G. A. BRAUN, INC.



"IN LEAGUE WITH THE FUTURE"

461 E. Brighton Ave., Syracuse, N. Y.

G. A. Braun Ltd., 2 Drummond St., Brantford, Ont.

G. A. Braun, Inc., Dept. 29  
461 E. Brighton Ave., Syracuse, N. Y.

Have your representative call, or send me full information about your 1958 Braun Unit Wash combination washer-extractor.

Name  Title

Company

Address

City  State

**NOW! The greatest  
promotion idea ever  
offered to  
professional laundries!**

# New

## The only wash formula that gives clothes protection against odor...even when worn!

Here for the first time is your big opportunity to offer customers something they've always wanted—a laundry service that *protects clothes against odor!* A service that keeps clothes fresher from the start, fresher all day long, fresher even after being worn. Think how you can turn this tremendous idea into new customers. Only new Jet Imperial offers it to you!

**You have everything to gain.** New Jet Imperial does all you've ever wanted a wash formula to do—and more! It washes clothes whiter. It has a special brightener 3 times more effective than brighteners used in ordinary detergents. Its balanced ingredients give positively controlled suds. Safe for all fabrics. And a little goes a long way. In fact, it's the most effective professional wash formula on the market!

**Best of all,** new Jet Imperial contains *hexachlorophene*, the miracle ingredient that stops growth of odor-causing bacteria!

Never before has any other wash product been able to combine such cleaning power with a deodorant ingredient so effectively. Only new Jet Imperial gives you this big advantage. It's the surest way ever to get new customers and keep your old ones. And it costs you virtually the same as any ordinary wash formula you now use.

Start telling your customers about your new way to wash—the *deodorizing* way with new Jet Imperial—and watch your business grow. There's plenty of colorful sales material to help you. Send for your trial order today!



**ARMOUR SOAP DIVISION**

INDUSTRIAL SOAP DEPARTMENT • 1355 WEST 31st STREET • CHICAGO 9, ILLINOIS

STARCHROOM LAUNDRY JOURNAL

# Jet Imperial

WITH HEXACHLOROPHENE



Promote new Jet Imperial—  
your big new business-builder.  
Send for colorful sales material  
to help you do the job!

**Look! Another profit tip!** Offer your customers the ultimate in fine service with the Velva-Soft® treatment. In one easy final rinse Velva-Soft blues, brightens and softens all washables. It's the perfect companion for new Jet Imperial.

Armour Soap Division  
Industrial Soap Department  
1355 West 31st Street, Chicago 9, Illinois

S19

Please send me:

- ☐ Trial order of new Jet Imperial (100 lb. bag @ \$17.25)  
☐ Prepaid ☐ C. O. D. ☐ Open Terms  
☐ Further information on window banners, bundle inserts and other new promotion material.

MY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

Name of my local laundry products distributor: \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



New two-year contract is signed by Betty Best, witnessed by four directors of Professional Laundry Foundation

## Betty Best Program Renewed

Professional Laundry Foundation outlines extended campaign

UNDER THE SUPERVISION of the Professional Laundry Foundation the Betty Best Program will be extended for the next two years beginning this month, according to Harold C. Buckelew, president of the Foundation.

Participating in the program to promote professional laundry services will be 58 laundries from the New Jersey, Pennsylvania and New York area.

Mr. Buckelew cited the \$700,000 spent on the program since 1955 as a "good investment" which "is just beginning to pay off." Since the campaign first started two years ago, Betty Best has made 968 television and 2,000 radio commercial appearances. Added to these were numerous guest showings as well as appearances at women's clubs, men's service clubs and various civic meetings. Miss Best has also held many interviews with the consumer press which have resulted in local newspaper breaks.

The third year of the program will concentrate heavily on the public relations aspect, centering around the education of the homemaker, school-girl, young bride and husband to the advantages of professional laundry services.

Miss Best will continue her program of guest appearances on radio, television, in department stores, and

her meetings with newspaper people. One innovation has been added to her club programs. Entitled, "Let's Be Versatile," it combines consumer education with entertainment. The educational feature illustrates how women can gain a more interesting outlook by freeing themselves from arduous housework. The entertainment feature, "Let's Be Versatile in Dress," includes a one-woman fashion show by Miss Best. A tie-in with leading firms in the fashion field has been arranged,

### Stress on comparative costs

The school education and the bridal program are being added this year because, as Miss Best states, "the school-girl and the bride of today are future laundry customers. We will teach these girls now that professional laundry service is far cheaper than they think."

The Betty Best program distributed to the audience contains an outline comparing professional laundry costs with home laundering. It includes the important but rarely mentioned cost of floor space that home laundry equipment occupies. According to the outline, at the current building rate of \$17.50 per square foot, a washer and drier take up 18

square feet, adding \$315 to the cost of a home.

The Betty Best men's club presentations include "Shirt Story" in which Miss Best informs listeners of the advantages of professional shirt service. In this phase Miss Best outlines how much easier on fabric steam-heated pressing equipment is than home ironing which is accomplished through friction. Also outlined will be cost comparisons of professional service versus home laundering. Since most men's groups are comprised of business men, the story of the Professional Laundry Foundation and its efforts to create more sales and new users for professional laundry service will be told.

Feigenbaum and Wermen Advertising Agency of Philadelphia, which developed the Betty Best campaign, will continue to supervise the program. Mr. Buckelew noted that in a recent survey wherein 4,000 women were queried, 80 percent knew who Betty Best was and could identify her as representing the Professional Laundry Foundation.

"When we can get this type of retention for an industry symbol that is only two years old, we know we are on the right track," concluded Mr. Buckelew. □□

moving with the coin-meter trend?

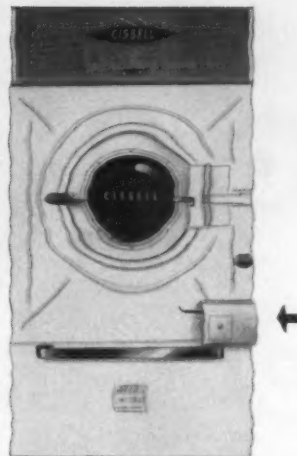
If ever you need a sturdy tumbler,  
you need it for coin-meter operation

## CISSELL TUMBLERS WITH COIN METERS

are built to take punishment  
...designed for customer appeal

Are you looking for a way to convert more wash-at-home housewives to outside-laundry-service customers? The Coin-Meter Store or Coin-Meter Feeder Plant may be your answer. Now a dynamic factor in the industry, this new type store offers advantages to the housewife beyond laundry economy. It appeals to the housewife who gets satisfaction in doing her own laundry. It is "made to order" if she has heavy laundry. Multiple washers and tumblers are available to save time—to do two days work in two hours. It is open at hours convenient to her.

One highly important success factor in coin-meter store operation is the ruggedness and attractiveness of your equipment. In tumblers, Cissell excels in these two qualifications. Check, compare—and you'll install Cissell Tumblers with coin meters!



Coin-Meter installation on Cissell Tumblers has been simplified, perfected. Coin-Meters supplied and installed at factory, furnished by customer for factory installation or, if customer wishes to supply and install Coin-Meter, tumbler can be wired for meter operation. Cissell tumblers are modern in cabinet design for side-by-side installation, easy maintenance . . . Large volume of air for fast drying.

**CISSELL LAUNDRY TUMBLERS** (with or without Coin-Meters)—Gas-Fired or Steam-Heated. Single Basket: 36" x 18"—20 lbs.\*; 36" x 30"—40 lbs.\*; 42" x 42"—100 lbs.\* Double Basket "Twin"—each basket; 15 lbs.\* **ALSO AVAILABLE:** Cissell Steam-Heated Drycleaning Tumblers. Single Basket: 36" x 18", 36" x 30", 42" x 42".

\*Dry Weight Capacities

**W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.  
Foreign Distributors write Export Dept.—Cable Code "CISSELL".



# CISSELL

Consult Your Jobber



Laundry booth at Chicagoland Fair gave industry chance to make impression on more than half million consumers. Association secretary Ralph Pettibone is shown answering questions

# Laundrymen Come to the Fair!

*Cooperative display at public exhibit tells story of professional laundry*

By HARRY YEATES

CONSUMER EDUCATION is one way to insure growth and development of the industry. Its importance cannot be underestimated but the results in dollars and cents are difficult to measure.

During the average year some 3,000 state, county and local fairs are held in this country in addition to thousands of specialized shows that beggar description. Of late several laundryowner associations in widely scattered sections of the nation have seen fit to sponsor exhibits at such events. More often than not the displays contain shirt units and "live" demonstrations to show how shirts are finished by professional laundries.

One of the most recent exhibits of this type was sponsored by the Chi-

*Continued on page 48*



## PROFESSIONALLY LAUNDERED SHIRTS LOOK BETTER

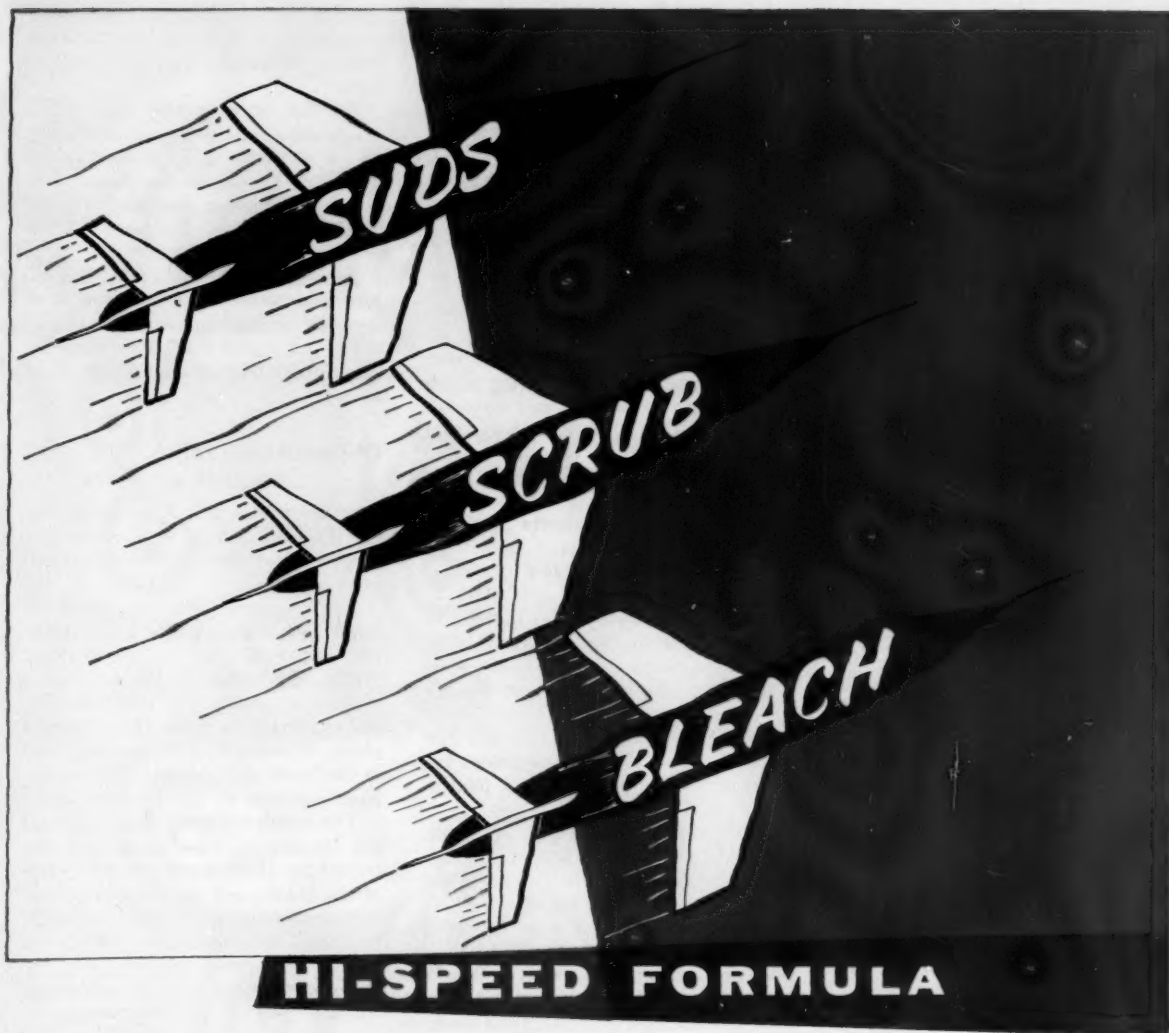
At the Chicagoland Fair you saw why shirts laundered by a professional laundry always look better. Controlled laundering and pressing on special automatic equipment guarantees a perfect shirt every time. Collars and cuffs are pressed perfectly smooth on curved surfaces. Men appreciate the added comfort because of this contour pressing. For the finest shirt laundering, send your shirts to a member of the Chicago Laundry Owners Association listed on the opposite page.

## SEND YOUR SHIRTS (AND OTHER HARD-TO-DO PIECES) TO THE LAUNDRY THIS WEEK

ACE LAUNDRY COMPANY Chicago 1-1700	MATTILIER LAUNDRY COMPANY Virginia 7-7131
ACME LAUNDRY & DRY CLEANERS Schmoores 6-8400	MERCANTILE OVERALL DRY & REH. Schmoores 6-8110
ALBERT LAUNDRY & CLEANERS Midwest 4-2100	MERCANTILE LAUNDRY CO. St. Louis 7-6087
AMERICAN LAUNDRY, INC. Van Buren 6-4100	MIDWINTER LAUNDRY COMPANY Waukegan 3-1131
AMITY LAUNDRY SERVICE Midwest 1-1161	MONTANA LAUNDRY INC. Bismarck 5-0000
ANTISEPTIC LAUNDRY Lakeland 5-3500	MOTHER'S LAUNDRY INC. Midwest 3-1000
ARTIST LAUNDRY, INC. Chicago 7-7734	MULLER BROS. LAUNDRY Chicago 7-6277
ATLAS WET WASH LAUNDRY Chicago 5-3740	NATIONAL LAUNDRY & CLEANERS Chicago 7-3000
AYALON LAUNDRY COMPANY Chicago 1-7640	NORTH CHICAGO LAUNDRY CO. Bismarck 6-2110
BUSSELL LAUNDRY COMPANY Chicago 2-1430	NO-BURN LAUNDRY Midwest 8-1300
BROOKS LAUNDRY COMPANY Chicago 7-1460	OAK LEAF LAUNDRY CO. Chicago 6-2991
CAPITOL LAUNDRY Chicago 7-7400	PARADISE WASH CO. Midwest 3-2000
CENTRAL LAUNDRY Chicago 6-2300	PARIS-BUNNELL'S LAUNDRY Chicago 5-4120
CENTRAL LAUNDRY COMPANY Chicago 5-9540	PARK LAKE DRY & CLEAN. Chicago 3-2099
CENTRAL STEAM LAUNDRY Chicago 7-1330	PARK VIEW W. W. LAUNDRY CO. Chicago 6-7173
CHAMPION LAUNDRY CO. Chicago 5-5100	PLUMER LAUNDRY INC. Chicago 5-9000
CHIEF WASH COMPANY Chicago 1-4840	PROGRESS LAUNDRY COMPANY Chicago 6-5700
DAVIS LAUNDRY COMPANY Chicago 5-5800	PURITY LAUNDRY & CLEANERS Chicago 9-3640
DAVIES LAUNDRY COMPANY Chicago 5-4204	RAINBOW LAUNDRY INC. Chicago 3-8400
DEUCE LAUNDRY COMPANY Chicago 7-7300	RELIABLE LAUNDRY & CLEANERS Chicago 2-4511
EDGEWATER LAUNDRY CO. Chicago 1-3020	ROSCOE OVERALL SERVICE Chicago 3-3805
ELSTON LAUNDRY COMPANY Chicago 6-4432	SAME DAY CLEANERS INC. Chicago 7-6666
ELSTON LAUNDRY Chicago 6-2534	SANITARY LAUNDRY INC. Chicago 6-5700
FRENCH HAND LAUNDRY Chicago 7-9800	THE SERVICE LAUNDRY CO. Chicago 3-0100
GER LAUNDRY & DRY CLEANERS Chicago 6-3001	SHERIDAN LAUNDRY Midwest 3-1111
GREAT NORTHERN LAUNDRY Chicago 3-4400	SHORELAND HAND LAUNDRY Chicago 3-3866
GREAT WESTERN LAUNDRY Chicago 3-1600	SKOKIE VALLEY DRY & CLEAN. Chicago 5-8810
HAPPY DAY DRY & DRY CLEAN. Chicago 5-5000	SOUTH SHORE LAUNDRY Chicago 3-4300
HOLBERT LAUNDRY Chicago 7-4300	SOUTH SIDE LAUNDRY CO. Chicago 6-2723
HOMER LAUNDRY INC. Chicago 3-4300	STEVEN W. W. LAUNDRY Chicago 1-0000
HOME TEXTILE LAUNDRIES INC. Chicago 3-4300	STYRON'S DRY & DRY CLEAN. Chicago 3-1100
HYDE PARK LAUNDRY & CLEANERS Chicago 7-7100	SUBURBAN HOME DRY CLEAN. Chicago 3-1311
LAUREL LAUNDRY & CLEANERS Chicago 6-4400	SUBURBAN LAUNDRY COMPANY Chicago 7-2747
JEWEL LAUNDRY INC. Chicago 6-1000	SUPREME LAUNDRY Chicago 3-5300
KENNEDY LAUNDRY COMPANY Chicago 5-9727	THE BEST DRY & CNG. CO. Chicago 6-1283
KING'S LAUNDRY & CLEANING CO. Chicago 5-4600	TIVOLI W. W. LAUNDRY CO. Chicago 6-1200
LA FRANCE LAUNDRY Chicago 5-8800	TOL BROS. LAUNDRY Chicago 6-1219
LAKESIDE LAUNDRY COMPANY Chicago 6-2300	TRULAN LAUNDRY & CLEANERS Chicago 5-1881
LAKE VIEW LAUNDRY COMPANY Chicago 5-8357	UNIVERSAL LAUNDRY Chicago 3-4034
LAUREL LAUNDRY CO. of Chicago Chicago 7-7155	UP-TO-DATE LAUNDRY COMPANY Chicago 5-9700
LEADING LAUNDRY Chicago 7-7155	WESTWOOD LAUNDRY Chicago 3-1100
LIN LAUNDRY INC. Chicago 7-2800	WHITE BEAR LAUNDRY CO. Chicago 6-8800
LINCOLN-PARADISE LAUNDRY Chicago 1-0023	WHITE STAR LAUNDRY Chicago 5-9800
MANHATTAN LAUNDRY COMPANY Chicago 3-1143	WINDHAM LAUNDRY COMPANY Chicago 4-4414

\*These members are commercial laundries.

Simple leaflets like one shown here were passed out to 75,000 persons who stopped to watch shirt finishing operation during 16-day show

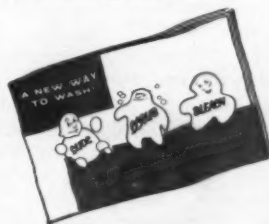


**SAVE \$2.26 or more per Wheel per Day**  
**WASH 2 more loads per Wheel per Day**

**SAVE \$2.26 . . .** by reducing sudsing time and eliminating at least one hot rinse, this new high-speed formula saves you at least 21¢ on fuel and more than 4¢ on water per load per wheel. For 9 loads a day, your savings are at least \$2.26 per wheel.

**2 MORE LOADS . . .** high speed washing cuts up to 15 minutes off the formula time. It saves enough time to let you wash 2 more loads per wheel per day.

*Increase your profit. Write for Beach's new illustrated booklet, "A New Way to Wash."*



**Beach Soap Company • Lawrence, Mass.**

*129th Year of Continuous Progress in Manufacturing Fine Laundry Products*

## CENSUS REPORT

Continued from page 12

New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut. Here 432 plants are in the \$30,000-plus group (out of a total of 791 laundries), accounting for 95.29 percent of the area's combined volume and averaging \$140,400 per plant.

The poorest record, statistically, racked up by the \$30,000-or-more group was in the West South Central region, encompassing Arkansas, Louisiana, Oklahoma and Texas. In this area, 517 out of 1,160 laundries were in the upper volume bracket. They accounted for 90.51 percent of the region's total annual receipts for an average of \$136,698 per plant.

Statewise, Massachusetts leads the parade in concentration to the virtual exclusion of laundries in the below-\$30,000 class. Of 419 plants in the state, 223 laundries are in the \$30,000-or-more category, accounting for an amazing 99.88 percent of Massachusetts' total volume, with an average of \$153,053. This means, conversely, that the remaining 196 laundries did only twelve-hundredths of one percent of the state's total laundry volume.

Close on the leader's heels was Kentucky, where 80 out of a total of 109 laundries did 98.56 percent of the business for an average of \$182,275 per plant in the \$30,000-plus class. Delaware is the state where the upper-bracket plant made the worst showing. Here eight laundries of a total of 13 accounted for only 69.27 percent of the state's over-all volume for an average per plant of \$129,375.

### Drycleaning ups laundry volume

That portion of the census reports showing earnings from various services is perhaps the most interesting for the average reader. It points up conclusively that laundries with drycleaning equipment enjoyed far greater success volumewise than plants engaged solely in laundering.

Of a total of 8,478 laundries reported in this particular analysis, 2,446 have drycleaning equipment of some type, while the remaining 6,032 plants have no drycleaning equipment whatever. The laundry plants with drycleaning equipment had average family-bachelor laundry sales of \$123,194. Laundries without drycleaning equipment had average laundry sales of \$39,217 per plant.

So far as drycleaning sales are concerned, the laundry industry accounted for more than \$162 million worth of volume. Laundries without drycleaning equipment reported nearly

\$18 million worth of drycleaning sales (presumably by farming it out), for an average of \$2,931 per plant. Laundries with drycleaning equipment racked up a combined drycleaning volume of more than \$144 million, for a per-plant average of \$59,098. *This latter average is even greater than the \$39,705 per plant in the drycleaning industry itself.*

### Combination plants ahead

In other words, laundries possessing drycleaning equipment—the so-called combination plants—far outstrip the exclusively laundering plants in both average laundry and drycleaning sales. This infers that those laundries offering a more complete variety of services are more successful than those doing laundering only. It is also quite likely that launderers providing drycleaning service have seen their laundry sales increase as a direct result.

Since the launderer has nothing to offer but service, his success depends largely on making things easier for his customers. A one-stop plant offering laundering, drycleaning and route service would seem to fit that bill. The average laundry-drycleaning sales figures of the combination plant tend to bear out this contention.

Particularly interesting to both laundry plantowners and the manufacturers selling to this market is the census on number of laundry washers in use in 1954 by size of capacity. Among the 9,612 so-called power laundries, there were a total of 60,655 washers of under-20-pounds capacity. Of this number of family-type washers, more than 59,000 were in use in laundries without or not reporting drycleaning equipment. The industry also had in its possession that year 8,663 washers in the 20-to-49-pounds category, and 21,662 washers with capacities of 50 pounds and over.

Among those laundries possessing drycleaning equipment, the census also shows 1,203 synthetic solvent units and 2,991 petroleum units.

Rug cleaning sidelines produced a fair amount of volume for the power laundries. Of a total income close to four million dollars, laundries with drycleaning equipment accounted for all but a half million of the over-all rug cleaning volume, with an average annual sideline income of \$1,365.

### Related laundry services

The Census Bureau's count of the laundry industry included also such related laundry services as industrial laundries, linen supply and diaper service. The picture on industrial laundries for 1954 showed a total

number of 584 plants accounting for a combined volume of \$157,203,000, with a per-laundry average of \$269,000.

On the linen supply side, 1,371 plants did a total volume of \$326,115, for a per-firm average volume of \$238,000. Diaper service plants numbered 381, had a combined volume of \$36,397,000 and averaged \$95,500 per firm.

Readers wishing more detailed information on the 1954 Census of Business are advised to request Bulletins S-2-2, S-2-3 and S-2-7 from their local Department of Commerce field offices. □□

## CHICAGOLAND FAIR

Continued from page 46

Chicago Laundryowners Association during the Chicagoland Fair which took place at Navy Pier during the first two weeks of July.

The purpose of the fair, which attracted more than half a million people, was to sell ideas instead of selling goods. The motive of the association in buying space was to show the consumer what goes on inside a laundry plant. A two-girl shirt finishing unit in the booth did just that. The equipment was lent by allied tradesmen.

The laundry drivers union local and the laundry workers union local defrayed one-third of the entire expense of the booth, and the operating engineers union local supplied volunteer engineers to man the exhibit during the 16-day show.

Demonstrations were presented during peak periods of attendance. It was not unusual to have people standing five and six deep around the booth trying to get a glimpse of the unit in operation.

Staff members from the association were on hand to explain the operation. And professional models attracted further attention to the display, which had as its theme "Shirt Ironing by Experts."

Two route salesmen distributed 75,000 brochures on shirt finishing which explained why professionally laundered shirts looked better and which listed the 88 member plants and company telephone numbers.

The shirt finishing procedures raised countless remarks of amazement and many persons volunteered the information that they had believed laundries still hand-ironed all shirts.

Believing that all advertising is good, the Chicago Laundryowners felt that this program was one of the best ways to tell the professional laundry story to a large number of people in a dramatic and forceful manner. □□

*it's*  
**new!**

*it's*  
**automatic!**

# **WASHEX**

## **for Laundry!**

Yes, the famous combination Washer-Extractor that set the trend in the dry cleaning industry now brings to the laundry operator these advantages:

**1. Labor Savings —**

No double handling of work load. Highest P/OH\*

**2. Floor Space Savings —**

Only one machine instead of separate washers and extractors. More production per square foot.

**3. Water and Time Savings —**

One rinse with a short intermediate extraction after last sud cycle (or bleach) is equivalent to 3 rinses in a conventional washer.

**4. Automation —**

Avoid the element of human error, and obtain uniformity in quality.

\*Pound per Operator Hour

**WASHEX for laundry  
now available in**

40 x 60 cylinder size . . .  
220-250 lbs. dry weight  
44 x 72 cylinder size . . .  
330-370 lbs. dry weight  
with stainless steel, pullman type  
cylinder, automatic control of water  
temperatures, water levels, inlet and  
dump valves and entire cycle.

It pays you to find out more about the new laundry WASHEX. No obligation,  
of course, just tear out this ad, attach to your letter head and mail to —

**WASHEX MACHINERY CORPORATION**

**192 Banker Street, Brooklyn, New York**

7-155



**SHIRTS**  
**SPARKLE**  
when you use  
**SPARKETTE**



## PENNSALT'S 3-STEP WHITE PROCESS GIVES YOU DAZZLING FAMILY WORK

Make light work of white work . . . earn a reputation for bright shirts and flatwork . . . and simplify your formula in the bargain!


How? Use the easy, economical Pennsalt shirt formula! Here's how it works:

**1. SPARKETTE®** gives you a complete detergent for your break operation...contains both alkali and soap in one great product. Use it dry to the wheel. No tanks needed. SPARKETTE is the ideal beginning for your white-work formula.

**2. DRI-CLOR®** gives true chlorine bleach effectiveness in handy granular form for your white cotton and nylon classifications. Economical!

**3. ERUSTO-RAY® C** combines blue and sour in one operation, producing snowy white work that starches and irons without yellowing—all without blue.

SPARK UP YOUR WHITE WORK with SPARKETTE and the low-cost Pennsalt 3-step system. Ask your Pennsalt distributor how SPARKETTE, DRI-CLOR, and ERUSTO-RAY C will whiten those whites and relieve your "blues"—or write Laundry and Dry Cleaning Dept. 459, Pennsalt Chemicals Corp., Three Penn Center, Philadelphia 2, Pa.



**Pennsalt  
Chemicals**

makers of **PENSAL®** the original  
specialized laundry detergent

# Laundry News Notes



WOODBURY, N. J.—S & D Laundromat has been established at 909 N. Broad St. by Sigrid and Dick Dann.

WASHINGTON, PA.—A complete new laundry has been installed at Washington Hospital during construction of a new wing. Clyde Ross is manager of the laundry department.

NEW YORK, N. Y.—Carolyn Laundry has sold the six-story laundry building at 105-11 E. 128th St., and the adjoining three-story building at 112 E. 129th St.

SPRING LAKE, N. J.—Installation of a new drycleaning department has been completed at Spring Lake Laundry-Cleaners, 1308 Third Ave. The laundry is owned by Harvey R. Smock and the cleaning department is operated by Martin V. Smock.

DANBURY, CONN.—Incorporation papers have been filed by Dixon, Inc., a laundry, drycleaning and linen rental firm. Signers were Francis, Sarah, Theron and Arlene Dixon.

NORWALK, CONN.—A new \$300,000 laundry building is to be constructed at Norwalk Hospital.

ELMIRA, N. Y.—Construction was scheduled to start on a new laundry building at Elmira Reformatory, it was announced recently.

MONTREAL, QUE., CAN.—An addition to the laundry plant of Buanderie Jolicoeur Ltee. is to be constructed at 4132 Parthenais St.

TRENTON, N. J.—The North Jersey Institutional Laundry Managers Association held its June meeting at St. Francis Hospital. Andrew Osinchak, laundry manager and secretary of the association, arranged the program. Cost and production reports of institutional laundries were given. The next meeting is scheduled to take place on September 11.

EAST NORTHPORT, N. Y.—The Laundromat has been opened at 406 Larkfield Rd.

GREENVILLE, N. J.—Wash Dry Self Service Laundry has been opened at 144 Jackson Ave.

NEW YORK, N. Y.—Mrs. Ruth P. Schaumann, secretary-treasurer of the National Institute of Diaper Services, has been elected president of the Trade Association Executives in New York City. Mrs. Schaumann is the second woman to serve as president of the group in 35 years.

NIAGARA FALLS, N. Y.—Palace Laundry Corp., Pine Ave. and Tenth St., was damaged by fire recently.



COQUILLE, ORE.—Coquille Laundry has been sold by Lowell Simpson to the Twin City Laundry of North Bend.

PORTLAND, ORE.—A business license has been issued Mildred Fagin and Opal Webb for the establishment of a self-service laundry at 1239 S. W. Jefferson St.

PORTLAND, ORE.—Northwest Industrial Laundry Co. has purchased property at N.W. 22nd Pl. and Thurman St. from V. F. Guyer.

CLE ELUM, WASH.—Model Laundry & Cleaners, Inc., of Ellensburg has purchased Sunset Laundry, formerly owned by Ray Sonnemann.

PORTLAND, ORE.—Moreland Automatic Laundry has been established at 6517 S. E. Milwaukie Ave., Evelyn Ashworth, operator, has announced.

ASHLAND, ORE.—Mr. and Mrs. W. D. Walters have purchased The Laundromat from Mr. and Mrs. J. B. Kidwell.

EPHRATA, WASH.—House Laundry & Dry Cleaning Co., owned by Travis House, has completed its new quick-service addition.

PORTLAND, ORE.—A business license has been issued Ila Manley for establishment of a laundry at 7919 S. E. 13th Ave.

BOULDER, MONT.—Mr. and Mrs. James Carter have opened Boulder Do-It Yourself Laundry.



CARLSBAD, N. M.—A pickup station has been opened by Carlsbad Steam Laundry, it was announced by Roger H. Jenkins, manager.

EL SEGUNDO, CALIF.—Mr. and Mrs. Everett Leopold have opened E. & M. Launderette, 201 Main St.

COLUMBUS, TEX.—Mr. and Mrs. C. E. Drescher have purchased Help-Ur-Self Laundry from Mr. and Mrs. Rubin Lindemann.

AZUSA, CALIF.—Jem Self-Service Launderette has been established at 404 N. Azusa Ave. by Jim Madison.

FULLERTON, CALIF.—Forrest and Genevieve Maurits have announced plans to purchase Fullerton Launderette, 137 W. Wilshire Ave., from Leonard R. and Patricia Bedale.

SNYDER, TEX.—Fire destroyed the laundry at 2407 Ave. G owned by Hazel Higgins. Loss was estimated at more than \$5,000.

SANTA CRUZ, CALIF.—E. M. Giubini is now the owner and operator of Santa Cruz Laundry, 1817 Soquel Ave.

AZUSA, CALIF.—Welcome Wash has been established at 519 N. Azusa Ave.

LONGVIEW, TEX.—New shirt finishing equipment was installed recently at Sno-White Laundry, 503 E. Cotton St., owned by George Crosby and Marvin Parks.

LOS ANGELES, CALIF.—Jack M. Torres has announced plans to purchase Weiss' Launderette, 3991½ Sawtelle Blvd., from Gertrude Weiss.

PHOENIX, ARIZ.—An \$80,000 plant is under construction at 4101 N. Seventh Ave. for Paris Laundry and Dry Cleaners, it was announced recently. The firm has another location at 1520 N. Central.

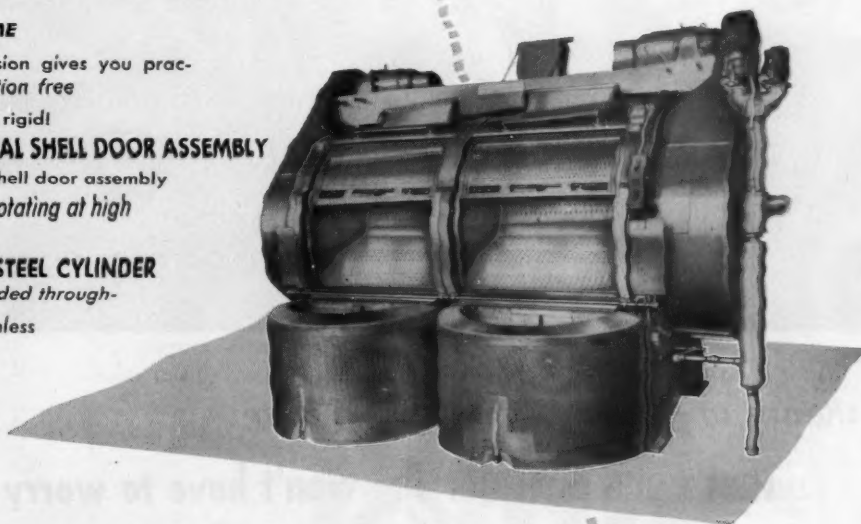
CALIF.—New officers of the Institutional Laundry Managers of Northern California are Chris Garmon, president;

Continued on page 55

# NO MAINTENANCE ON C/L WASHERS AND WE PROVE IT

The new C/L Stainless Steel Washer is so rugged, so superbly engineered, that it simply won't break down! On the six points which most frequently cause trouble on ordinary washers, our guarantee insures you against maintenance problems on C/L Washers:

- **THE C/L EVERTITE CYLINDER DOOR LOCK**  
*The cylinder door lock that won't loosen under the heaviest pounding! Absolutely foolproof!*
- **THE C/L SEALOMATIC TRUNNION SEAL**  
*Leakproof . . . corrosion proof! Gives you full life of trunnion bearings.*
- **THE C/L ONE PIECE STEEL TRUNNION**  
*Cast in one piece of solid alloy steel . . . eliminates permanently the danger of loosened or broken trunnions.*
- **THE C/L RIGID FRAME**  
*Unique cradle suspension gives you practically noiseless, vibration free operation! Completely rigid!*
- **THE C/L COMPRO-SEAL SHELL DOOR ASSEMBLY**  
*A really splash-proof shell door assembly even when cylinder is rotating at high water levels!*
- **THE C/L STAINLESS STEEL CYLINDER**  
*Sturdy, simple, arc-welded through-out of extra heavy stainless steel! Pinch proof and foolproof doors!*



WITH THE INDUSTRY'S ONLY

## 5-YEAR GUARANTEE!

Write, wire, phone today for complete details on the fabulous C/L Washer and the unprecedented 5-Year Guarantee.

**CUMMINGS-LANDAU**  
Laundry Machinery Co., Inc.



305-17 Ten Eyck Street, Brooklyn 6, N. Y. HYacinth 7-1616



*thanks to Dow Sodium Orthosilicate*

## **That's one customer Jim won't have to worry about losing**

Jim, our driver, had told me several times he was worried about losing one of his best customers, a heating contractor. Seems they were complaining about overalls and work shirts not being clean enough.

Then, the other day, Jim started bragging that he hadn't had a complaint for a couple of months. Said he even had some compliments on the shirts. That figures, I said, because a couple of months ago is when we started using Dow Sodium Orthosilicate to build our soap.

Jim looked puzzled, so I explained how it extends washing

power by a third or more—gets grimy work clothes clean in one single cycle. That's because it neutralizes soil acids, suspends insoluble soil and prevents it from depositing again.

Well, Jim is convinced Dow Sodium Orthosilicate is responsible for us keeping an important customer. And I'm convinced it will help us get a lot of new ones.

Write today for your copy of the new Dow Sodium Orthosilicate booklet. THE DOW CHEMICAL COMPANY, Midland, Michigan, Department AL 601M-2.

YOU CAN DEPEND ON

**DOW**

## LAUNDRY NEWS NOTES

Continued from page 52

**L. E. Breitenstein**, vice-president; **Don Anderson**, secretary, and **Richard Reimann**, treasurer.

**ROBSTOWN, TEX.**—**F. & G. Metered Laundromat**, S. Third St., was scheduled to be opened recently by **Fred Meyer** and his son, **George**.

**ANAHEIM, CALIF.** — **Fredric and Winona Robb** have announced plans to purchase **Thrifty Wash Laundromat**, 822 W. Center St., from **Charles and Violet Frisk**.

**HEALDSBURG, CALIF.** — **Mr. and Mrs. Hubert Manlove** will operate a quick-service laundry in the new **Healdsburg Shopping Center**.

**DENVER, COLO.** — **Snow White Laundry & Cleaners** has been established in the **Perl-Mack Manor Shopping Center**.

**SEYMOUR, TEX.** — **Melvin Morgan**, operator of **Red & White Laundry**, has opened a new automatic laundry.

**DOWNEY, CALIF.**—**Ted and Rose Bromet** have taken over management of **Downey Launderette**, 8125 Firestone Blvd.

**SHERMAN OAKS, CALIF.**—A self-service laundromat has been opened at 14921 Magnolia Blvd. by **Richard Cleary**.

**LEMON GROVE, CALIF.** — **Jerome and Gloria Ripperger** have opened **Economy Wash**, 7272 Broadway.

**LOS ANGELES, CALIF.**—**Louis Cordaro** has announced plans to purchase **Half-Hour Laundry**, 104 N. First Ave., from **Louis Tomales**.



**LIMA, OHIO**—**Lima Linen Supply Co.** has been moved from 114 W. Wayne St. to **Central Ave. and North St.**

**DAYTON, OHIO** — **Mrs. Martha Duckworth** and her sister, **Mrs. Iva**



## TIES all size bundles in under 2 seconds

How **C. T. McClymonds** of **Abbott Linen Supply** cuts costs with **Bunn Tying Machines**:

"We use the 'bundle system'," reports **Mr. McClymonds**, Plant Manager of this Cincinnati, Ohio firm, "and find that our **Bunn Tying Machines** are as important to us as the paper to wrap the bundles. Tying with twine on these machines is a great labor saver and far more efficient than using gummed tape or other materials. We like **Bunn Machines** and couldn't operate economically without them."

Both hands of the **Bunn Machine** operator are free at all times . . . unwieldy bundles can be held together easily until tied. The operator simply steps on the treadle and . . . in less than 2 seconds . . . a bundle, shirt box or stack of flat-work is neatly twine-tied. Never too tight or too loose. Beginners immediately do as much work as 5 to 10 experienced hand tyers. Simple, fatigue-less operation cuts down labor turnover . . . ideal for women operators.

# BUNN

PACKAGE  
TYING  
MACHINES  
Since 1907

**B. H. BUNN CO.**, 7605 Vincennes Ave., Dept. SL-97, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.



### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of **Bunn Tying Machines**. Or let a **Bunn Tying Engineer** show you. No obligation.

MAIL COUPON NOW FOR MORE FACTS

**B. H. BUNN CO.**, Dept. SL-97  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a **Bunn Tying Engineer** contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Special Soaps for Automatic Washers

Interested in increasing your business with fast, automatic 25 and 50-pound open-end washers? Here are four Lever soaps which will give you a white, bright wash in this type of operation:

**LEVER FORMULA 880** — designed for delicate fabrics in lukewarm water. A built synthetic — spray-dried and granular — for difficult water conditions. Optical whitening agent is stable to bleach.

**LEVER FORMULA 770** — simplifies high temperature washing of sturdier

fabrics. Soap, alkalies and whitener, scientifically balanced, are spray-dried to small, homogeneous beads which flow freely.

**LEVER SPUNN DIAMOND 88% AND 92%** — pure, concentrated soaps for building your own high-temperature wash formulas.

**LEVER NEPTUNE CONTROLLED** — gives low sudsing in hard or soft water. Highly desirable for automatic washers, where excessive foam will slow down machine action.

WRITE FOR SAMPLES OF THESE

# LEVER SOAPS

Lever Brothers Company, 390 Park Avenue, New York 22, N. Y.  
Other Industrial Service Offices: Chicago • Atlanta • Los Angeles

Wyatt, have opened Triple Nickel Laundromat at 131 Warren St.

**ROCKFORD, ILL.**—A formal opening was scheduled recently at Bonnie Wash Laundromat, 2631 Charles St., by Gilbert R. Kreitlow and Mrs. G. Mannon, owners.

**KANSAS CITY, MO.**—Royal Laundry will occupy the building under construction at 3517 Broadway. The establishment, owned by Mr. and Mrs. C. D. Robinson, is scheduled to be opened about October 21.

**OXFORD, OHIO**—Peerless Laundry and Dry Cleaners has been purchased by Richard J. Ohlinger from Frank M. Buckley.

**RIVERDALE, ILL.**—Dubovi's Washette has been opened at 13616 Indiana Ave.

**LANSING, MICH.** — Lansing Self-Service Laundromat has been established at 4016 S. Cedar St. by Stuart Cowden.

**CARBONDALE, ILL.**—A new front has been added at George Young Laundry, 209 W. Monroe St.

**RUSHVILLE, ILL.**—Mr. and Mrs. George Gerard have opened Laundri-Mat at 615 E. Adams St.

**SAGINAW, MICH.**—South Washington Laundromat has been opened by J. A. McCarty at 502 S. Washington.

**PLAINFIELD, IND.**—Mr. and Mrs. Charles Harper have purchased Hardin Laundry, 118 E. Main St. The establishment will be operated as Plainfield Self-Service Laundry.



**FLA.**—Corliss Fox of Fort Lauderdale has been elected president of the Florida Institute of Laundering and Cleaning. Marcus Milam of Gainesville is the new vice-president.

**AUGUSTA, GA.**—Colonial Laundry and Cleaners, 432 Crawford Ave., has been consolidated with Snow's Laundry, it has been announced.

**MOBILE, ALA.**—A grand opening was held recently at Airway Laundry & Cleaners, 615 Michigan Ave., by C. W. O'Connor.

**FORT MYERS, FLA.** — Satchell's Laundry has been sold to a group of local men by Harold C. Satchell. The establishment will continue operation as Sunshine Laundry & Dry Cleaning, Inc.

**CHAPEL HILL, N. C.**—New officers of the North Carolina Association of Institutional Laundry Managers are J. B. Yelverton, Jr., Chapel Hill, president; Martin McConnell, Morgantown, first vice-president; Hubert Stephens, Raleigh, second vice-president; and C. C. Todd, Raleigh, secretary-treasurer.

**WINFIELD, ALA.**—City Laundry has been opened by T. C. Baggett and Herbert Webb.

**LEBANON, KY.**—Lebanon Laundry Co., established in 1898 by the late William R. Johnston, has ceased operation. Horace A. Johnston, present owner, announced that the building is to be razed.

**LARGO, FLA.**—B. H. Burt is the new owner of Largo Launderette, 710 Second Ave., N. W., having purchased the establishment from Mr. and Mrs. William O. Carson.

**STUTTGART, ARK.**—Knoll Laundry and Cleaners recently purchased property adjoining its plant on S. Main St., with plans to enlarge.

**PARIS, KY.**—Emil Rains, a partner in Paris Laundry and Dry Cleaning Co., has announced that he will be a candidate for reelection to a post as city commissioner in the city election this fall. Mr. Rains is now serving as City Commissioner of Finance.

**NOW!**

# **SERVICE**

**with a capital S**

**... on your**

## **HOFFMAN equipment**

It's not enough to have top-notch equipment in your business . . . the finest service possible in parts and maintenance is also a must. Service—with a capital S—is emphasized, *now*, by your Nicholson sales and service organization.

Hoffman laundry, dry cleaning and pressing equipment has long been known for its superior design, quality construction, ease of operation, productive capacity. Backing up the complete Hoffman line, the Nicholson organization is set up to give you the dependable service you need to keep your plant operating at top efficiency.

*From Nicholson you'll get*

**NEW equipment design and performance**

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. . . all that you need to give you maximum production at lower cost.

Nicholson understands your problems . . . your requirements . . . the kind of help you need. You can depend on Nicholson!

*A satisfied customer is our first interest*

# **N**

## **ICHOLSON**

OF WILKES-BARRE, PA.

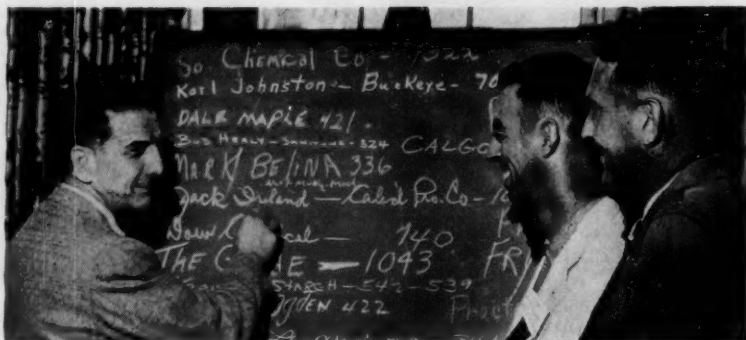
*Distributors in all principal cities*

**W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.**

## Service Is Charleston Theme

PRAISE for their fight in trying to hold the price line on services they offer the public was won by West Virginia's drycleaners and laundrers. The commendation came at the West Virginia Laundry & Dry Cleaners Association convention in Charleston June 21-22. Close to 140 persons attended the conclave.

Speaking at the fortieth annual convention, Thomas W. Ogden, Jr., of Richmond, Virginia, said the industry is leading the way with only a 15 percent price increase in recent years compared to boosts in other lines

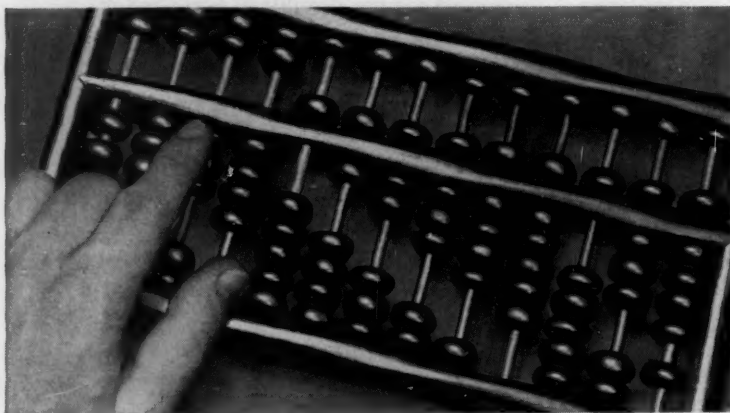


Officers C. W. Barker, Paul Divers and Ed Judy (left to right) count score

Cost of synthetic for 12 months (8-roll ironer) . . . . . \$878.00

Cost of cotton for 12 months (8-roll ironer) . . . . . \$930.10

Cost of **REVOLITE** for 12 months (8-roll ironer) . . . . . \$528.00



An old way to figure, a new way to save...

### R/M REVOLITE® LAUNDRY PADS AND COVERS

Budget-conscious managers in more than 5000 hospitals, institutional and commercial laundries are now saving up to 43% by using R/M flatwork Ironer Covers exclusively . . . and at the same time turn out better work. Here are the reasons they give:

**BETTER FINISH . . .** REVOLITE Laundry Pads and Covers are made of fine-woven cloth that puts a smooth, better looking finish on all ironed goods.

**HIGHER PRODUCTION . . .** REVOLITE Laun-

dry Pads and Covers can take higher temperatures—permit faster machine speeds; their long life eliminates stoppages for roll changing.

**LONGER LIFE—LOWER COST . . .** REVOLITE Laundry Pads and Covers outlast other covers several times over—and save power and labor through increased efficiency.

Ask your R/M REVOLITE representative to tell you the true and exciting story of John Glad—it's an eye-opener!



**RAYBESTOS-MANHATTAN, INC.**

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RAYBESTOS-MANHATTAN, INC. Laundry Pads and Covers • Asbestos Textiles  
Engineered Plastics • Mechanical Packings • Industrial Rubber • Sintered Metal  
Products • Rubber Covered Equipment • Abrasive and Diamond Wheels • Brake  
Linings • Brake Blocks • Clutch Facings • Industrial Adhesives • Bowling Balls

up to 100 percent. He gave efficiency of operation, modernized equipment and automatic machines as the principal reasons.

"The back of inflation would be broken if other lines of business would follow the same practice," the speaker declared.

Another speaker, Jack Ireland of Calad Products Company, explained that modern merchandising methods have helped drycleaning and laundry establishments "to hold their own in these days of stiff competition."

Putting garments in plastic "see-through" bags so the customer can easily inspect them, providing shirtboards with cartoons for coloring by young people, using pastel shades of paint in office and workrooms, and conducting open house for the public were some ideas that Mr. Ireland expounded for drycleaners.

A. L. Christensen of the American Institute of Laundering told launderers that the adoption of the same ideas would help—not hinder—their businesses.

The convention opened June 21 with no business meetings scheduled the first day. Delegates were invited to play golf at the Kanawha Country Club in the afternoon, with a buffet supper following.

President Edward B. Judy of Richmond opened the meeting the morning of June 22. Business sessions were held both morning and evening with a banquet and dinner that night. Wyatt Cargal of Huntington was toastmaster for the banquet.

Officers were elected at the afternoon meeting. C. W. Barker of Nu-Way Cleaners, Charleston, was named president, succeeding Mr. Judy, who became a member of the organization's executive committee. Other officers are A. E. (Red) Deck of East Rainelle, vice-president, and Paul Divers of Empire Cleaners, Charleston, secretary-treasurer. □□

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with  
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America's #1  
white-work suds for low-  
temperature washing



For brighter white work in low-temperature suds—and at lower costs—switch to **SIMPLEX**. It's a complete, balanced soap, easy to use and more economical than ever... because it's been improved to give greater mileage than ever before. Write today for full details.

## SPECIAL FEATURES OF SIMPLEX:

- Small, easy-to-use granules
- Dissolves and disperses rapidly
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- Maintains proper pH balance longer
- No doping required
- Always pure, always uniform
- Potent cleaning power reserve
- Safe on all fabrics
- Gets more dirt per penny
- High detergent power
- Lifts out dirt and oil
- Prevents grayness and sediment deposits

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**FOREMOST MANUFACTURER AND DISTRIBUTOR**

**OF QUALITY LAUNDRY AND CLEANING SUPPLIES**

## Which Fuel Oil Is Best?

*A run-down on the various grades of oil . . .  
and what you should know about preheating*

By JOSEPH C. McCABE

THE PACKAGED BOILER with its admitted advantages of compactness, quick starting, easy erection has been a popular addition to the laundry power plant. Many of these packaged boilers, especially the early ones, were equipped for oil or gas firing. Until natural gas became available, oil was the fuel most used.

The simplest of the packaged boilers used a No. 2 fuel oil. This oil is clean, vaporizes readily, and is as close to the ideal liquid fuel as it's possible to get. It moves most easily, forms no sludge, and undergoes its vaporization within the furnace at normal temperatures and pressures. Its only disadvantage is its cost. The cost for No. 2 fuel oil approaches that of gasoline, less state and Federal taxes.

As this situation began to make itself felt those plants burning No. 2 oil moved to meet it. They got a number of devices called preheaters that would heat up lower grade oils and deliver them to the boiler in suitable condition for burning. The oils commonly selected were Nos. 5 and 6.

### The grades of oil

There are but four grades of industrial fuel oils. Simply stated they can be described in this way:

No. 2 fuel oil is called a distillate oil or a gas oil. It is capable of being distilled or vaporized at normal temperatures and pressures.

No. 4 fuel oil is a blended oil, usually blends of grades 2, 5 and 6.

Nos. 5 and 6 fuel oils are heavy black residuals. In other words, the material left behind after gasoline, kerosene and the distillate oils have been cooked or refined away.

Although there are only four basic grades there are many variations within those grades. Since oil comes from

Venezuela, the Middle East, Texas, California, Romania, its chemical content is bound to vary. Hence, the variations within individual grades. Table I is a much simplified listing of some of the factors chemists search for in determining the grading of an oil.

The term gravity (A.P.I. Gravity, Table I) as used in the oil industry, has no relationship to the usual understanding of the term. In this case, the

heavier the oil the lower the A.P.I. gravity reading and vice versa. Thus, A.P.I. gravity is a fair indication of the grade of oil.

For general purposes (although not absolutely correct) the following relationships involving A.P.I. gravity are most helpful:

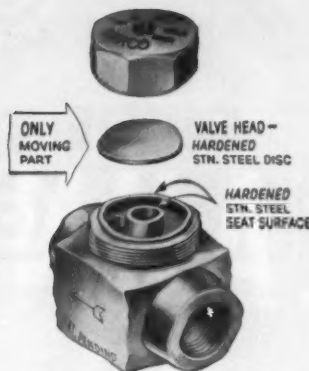
1. The lower the A.P.I. gravity, the greater the amount of heat liberated

*Continued on page 64*

Table I—National Bureau of Standards Specifications for Fuel Oil

Grade of Fuel Oil	Number	Description	% Water and Sediment	Carbon Residue on 10% of Sample	Ash %	Sulfur %	Viscosity Saybolt Universal at 100° F	Gravity A.P.I.
1		Distillate oil intended for vaporizing pot-type burners, some diesels	Trace	0.15	—	0.5	—	35 minimum
2		Distillate oil for general purpose domestic heating and for use in diesels not requiring No. 1 grade	0.10	0.35	—	1.0	40	26 minimum
4		A blend to give an oil for certain burner installations not equipped with preheating facilities	0.50	—	0.10	No limit	125	—
5		Residual type oil for burner installations equipped with preheating facilities	1.00	—	0.10	No limit	None set	—
6		Oil for use in burners equipped with preheaters permitting a high viscosity fuel	2.00	—	—	No limit	None set	—

# HOW TO reduce steam trap inventory and practically eliminate maintenance with the unique Sarco TD Thermo-Dynamic



## **ONE TYPE OF STEAM TRAP FOR PRACTICALLY ALL APPLICATIONS**

The Sarco TD Thermo-Dynamic is the most versatile steam trap ever developed.

It has large capacity . . . but small size. Insures rapid, continuous, complete drainage of condensate at saturated steam temperature. Has high air venting capacity.

Operates perfectly on all loads . . . and when pressure fluctuates. Freeze-proof, when installed with outlet down. Highly resistant to superheat, water hammer, corrosive condensate.

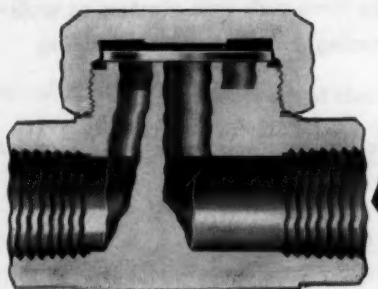


## **ONE LARGE CAPACITY SEAT FOR ALL PRESSURES—10 TO 600 PSI**

Yes, in each size Sarco TD trap the same large capacity seat accommodates all pressures 10-600 psi . . . for heavy, light, or no condensate loads. Sizes  $\frac{1}{4}$  to 1".

Self-adjusting throughout entire pressure range . . . not a single change or adjustment required.

No need to stock seats and heads for various loads and pressures. Inventory simplified and reduced.



## **TROUBLE-FREE DESIGN NO VALVE MECHANISM—ONLY 3 PARTS**

Look at that cross-section, left. That's all there is to a Sarco TD! What could be simpler?

Only 3 simple, rugged parts (single pieces—not assemblies) . . . all stainless steel. Only one moving part . . . a solid hardened stainless steel disc.

No mechanism . . . the kinetic energy of steam closes the valve. No narrow channels to choke. No gaskets to leak.

Actual service experience . . . in hundreds of plants . . . under severest conditions . . . has proved that the Sarco TD PRACTICALLY ELIMINATES MAINTENANCE.

**SARCO** **Thermo-Dynamic** **STEAM TRAP**  
TRADE MARK

**60-DAY TRIAL CONVINCES**  
We will gladly send you a Sarco TD steam trap and strainer for 60-day trial. No cost or obligation. You buy only if completely satisfied. Advise size— $\frac{1}{8}$ ,  $\frac{1}{4}$ ,  $\frac{3}{4}$  or 1"—and application. Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.

2215-D

**THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!**

See other Sarco ad on Steam Traps, page 67

*Coming in October*

**GUIDE TO**

# **LAUNDER-MATION**

**STARCHROOM LAUNDRY JOURNAL'S**

**1957 GUIDEBOOK ISSUE**

**BIGGER PROFITS** through **GREATER EFFICIENCY** will be the theme of the **JOURNAL's** big 1957 **GUIDEBOOK**, coming to subscribers in October.

They've asked for it, as they ask for the themes of all our **GUIDEBOOKS**, and plans for it have been on the drafting boards for months.

Now, for the first time in the industry, with "LAUNDERMATION," laundrymen will have a complete manual for spotlighting inefficiency and for doing something about it.

High-and-mighty terminology? Not at all. In the **JOURNAL's** customary style—easy to read, easy to follow, easy to apply, and with lots of working photographs and drawings—"LAUNDERMATION" will show you where and how to

- handle more volume with your present labor force
- make maximum use of your current equipment—and from modern, improved, automatic equipment you'll add
- depend more on machinery and less on trained employees
- streamline your operation for economy and efficiency
- eliminate unnecessary steps and combine others
- change and improve their sequence
- simplify your processing
- cut to the bone such time-wasters as walking, choosing, reaching, lifting, holding
- shrink costs to the minimum
- do more business and make more money!

Today's equipment—the equipment that makes "LAUNDERMATION" possible—will get a generous share of treatment in the issue too.

In effect, the **JOURNAL's** 1957 **GUIDEBOOK** becomes an "efficiency-expert" in your plant—working as many hours a day and for as long as you need him—to help you do a bigger, better laundry business—and more profitably!

*Plus* 

# THE 1957 GUIDEBOOK OF THE LAUNDRY INDUSTRY WILL BRING YOU YOUR OPERATING GUIDE . . .

page after page of charts, graphs and tabulated information covering all phases of laundry plant operation and production—a ready source of up-to-the-minute reference material for day-in, day-out use.

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### **Classified Directory—**

Listing all kinds of laundry equipment and supplies by product . . . with manufacturers of each . . . A constant, easy-to-use, ready reference on who makes it and sells it.

### **Trade Name Directory—**

Alphabetical listing of Trade Name Products and their manufacturers . . . A quick means of tracking down the source of "Trade Name" equipment and supplies.

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Alphabetical listing of manufacturers and their home office addresses . . . Full information on

where to contact companies listed in the Classified and Trade Name Directories.

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Geographical listing of manufacturers' branch offices, distributors and jobbers . . . with addresses . . . arranged by states and cities . . . A practical direction-finder for contacting the nearest sources of equipment and supplies.

### **Detailed Buying Information—**

Supplied in display advertising and in informational ads throughout the *Classified and Geographical Sections* . . . Providing an opportunity for leading manufacturers and sales organizations to state specifics on their equipment, supplies and services.

**All this in the JOURNAL's 1957 GUIDEBOOK—THE FIELD'S ONLY GUIDEBOOK ISSUE!**

# *Starchroom* LAUNDRY JOURNAL

First in the Laundry Industry Since 1893

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Table II—CO<sub>2</sub> and Heat Content Against Gravity

	A.P.I. Gravity Deg. A.P.I.	Total B.t.u. per gallon	% CO <sub>2</sub>
No. 2 straight run	38	137,000	11.3
No. 2 cracked	30	141,800	11.5
No. 5 straight run	22	146,800	12.8
No. 5 cracked	13	152,600	13.5

Table III—Viscosity Ranges of Various Grades of Fuel Oil

Grade of Oil	Viscosity, S. S. U. at 100° F.	
	Minimum	Maximum
No. 2	34	40
No. 4	45	125
No. 5	150	800
No. 6	45*	300*

\* In S.S.F. at 122° F.

Continued from page 60  
per pound of oil during the combustion.

2. The higher the A.P.I. gravity, the lower the carbon and the higher the hydrogen content. (This carbon is that in the hydrocarbon itself and should not be confused with that in the carbon test, Table I, or during combustion.)

Incidentally, in connection with the combustion of oil the ideal or ultimate CO<sub>2</sub> reading of the flue gases is also related to gravity. This ultimate CO<sub>2</sub> is the maximum percentage of flue gas which will be CO<sub>2</sub> if absolutely perfect combustion is obtained. Table II gives some indication of this relationship. Note that as A.P.I. gravity decreases the heat content per gallon soars. The reason, of course, is that there is more hydrogen per unit of volume than carbon.

Viscosity is the most important specification of an oil. This property of an oil is its sluggishness or resistance to flow. It is the major factor which determines the need for preheating. The viscosity of No. 2 and No. 4 oils is generally not too critical for most industrial uses but for No. 5 and No. 6 oils it becomes most critical. See Table III for the range.

An oil of too high a viscosity creates these problems:

1. Difficulty in pumping from tank to burner; sometimes highly viscous oil is impossible to pump.
2. Flash-back from the burner, as the oil comes in spurts to the burner.
3. Trouble in starting the burner.
4. Poor atomization, due chiefly to inability to preheat high enough to thin out the oil.
5. Carbonization of burner tips and

carbon formation on walls of fire chamber may result.

An oil too light in viscosity, on the other hand, can cause the following problems:

1. Too much oil may be pumped to the burners, causing incomplete combustion, which results in smoke, carbonization and dirty combustion chamber.
2. Where a heavier oil could be used, the consumer will have a loss of heat since most low-viscosity oils are blended. These oils will therefore have a high gravity, with a resulting decrease in heat value.

#### Trouble with oils

One of the greatest sources of trouble in all grades of fuel oils is the water and sediment they may contain. Some of the difficulties encountered as a result of these contaminants are:

1. Complete stoppage of operation.
2. Erratic combustion.
3. Sparkling and spitting of the flame.
4. Flash-back of the flame.
5. Plugging of burner tips and screens.
6. Loss of heat.
7. Erosion of burner tips and mechanical parts.

The B.S.W. (bottom sediment and water) found in fuel oils varies greatly in amount and composition. Light oils, such as No. 2 and No. 4, usually are not contaminated, except for a little water or a small amount of fine sediment.

The greatest amounts are found in No. 5 and No. 6 oils. The reason for

this is that the B.S.W. found in crude oils becomes concentrated in the final products. The B.S.W. is more liable to remain suspended in the heavier material, due to the close relationship in density as well as the high viscosity of the material. The amount of B.S.W. will vary in the different grades of oil, as follows:

No. 2 oil..... none to 0.20 %  
No. 4 oil..... 0.10% to 0.50 %  
No. 5 and 6... 0.20% to 2.00 %

Heavier oils may have a B.S.W. content as high as 10 percent if badly contaminated.

Sludge is an oxidation product, or chemical compounds resulting from the oxidation of the hydrocarbons in the oil, forming insoluble material, mostly organic in nature, which remains suspended in the oil or drops to the bottom of the storage tank. The term sludge is used quite loosely. It is generally referred to mean a combination of B.S.W. and sludge.

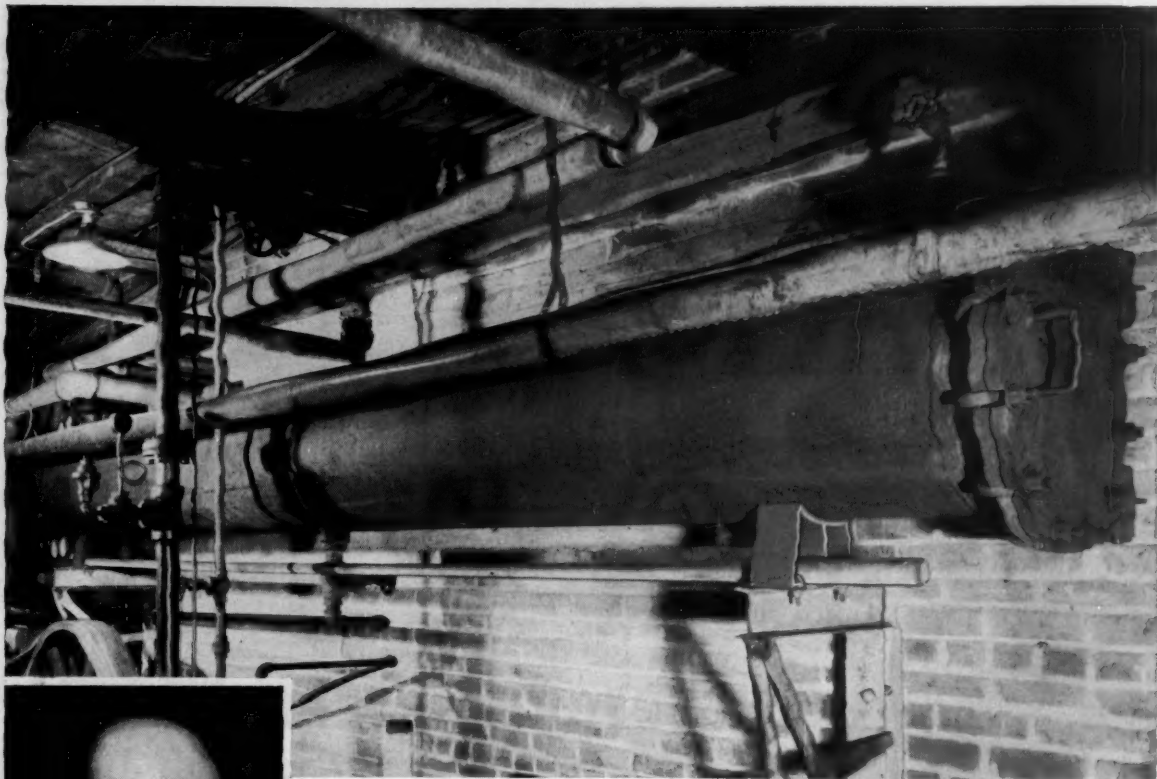
The presence of sludge in an oil can be the result of many factors. Many users blame the oil or supplier but neither may be at fault.

Some causes for B.S.W. and sludge are as follows:

1. Leaking tanks, or improperly closed manholes, gauging or discharge lines which permit water or outside contamination to seep in.
2. Chemical reaction within the oil itself which precipitates insoluble chemical compounds.
3. Excessive tank heating which hastens precipitation.
4. Condensation of water and leaking steam coils help form compounds, as well as rust or tank scale.
5. Improper mixing of different grades and types of oils, causing separation or precipitation of insoluble materials.
6. Settling of the small amount of B.S.W. in the oil.

Periodic inspection of the storage tanks should be made and the amount of accumulated sludge determined. In the past few years, fuel oil treatments have been developed that will eliminate this trouble under certain conditions. [These treatments have been discussed in earlier issues by the writer.—EDITOR]

Preheating of heavy fuel oils has always been a hit-or-miss affair. Some operators preheat too much, some not enough. Many operating engineers are of the opinion that the main purpose of preheating is to liquefy the oil so as to make it more pumpable, and that therefore any temperature is good enough. On the contrary, the proper preheating temperature has a great



When George Halkias, president of Electric Laundry, installed a P-K heat reclaimer, fuel oil bill dropped \$400 a month. Even with recently added dry cleaning plant, fuel costs are lower and boiler load is less than before installation.

## How Electric Laundry Co. does more work with less fuel

George Halkias, president of Electric Laundry Co., Bethlehem, Pa., is a good businessman. So, when a P-K engineer told him he was dumping 20 gallons of fuel oil into the sewer every hour in the form of wasted heat, he moved fast.

A P-K heat reclaimer was installed, and the heat lost in hot waste water was put to work preheating incoming fresh water. Savings in fuel paid for the heat reclaimer in a year. And Mr. Halkias is still buying less fuel today, even though he has since added a dry cleaning plant.

There have been other benefits, too. Steam demand

from the boiler is less, despite the added facility, than before the heat reclaimer was installed. Reason: the boiler had been unable to meet the heavy demand of the washers for 180° water. Now, with incoming water preheated to 120° by the reclaimer—*using the heat salvaged from hot waste water*—180° water is always available.

A P-K heat reclaimer . . . or other P-K heat transfer equipment . . . may help your plant do more work with less fuel. Write Patterson-Kelley Co., Inc., 109 Wilson St., East Stroudsburg, Pa.

**Patterson**

Laundry and



**Kelley**

Textile Division

Waste Water Heat Reclaimers • Storage Water Heaters • Condensate Coolers • Instantaneous Heaters • Steam Mizers • Feed Water Heaters



# A GOOD BUY!



We are now building in quantity and stocking a number of standard size Inversand Zeolite Water Softeners. These popular water softeners are available at low prices and convenient terms. They are the latest design, fully guaranteed, and we feel A GOOD BUY at this time.

Remember, Inversand Zeolite Water Softeners are used by hundreds of commercial and institutional laundries everywhere . . . many for over thirty years.

Write for full details, or a Representative will call.

Bulletin IS-1 sent on request

## HUNGERFORD & TERRY, Inc.

Clayton 8, New Jersey

deal to do with obtaining proper and efficient combustion with resulting high heat release, fuel conservation and economy of operation. Incorrect preheating can result in smoke, carbon formation and fuel waste.

Oils of grade No. 2 are never preheated, because of their low viscosity. No. 4 oils are occasionally preheated, but not as a general rule. Nos. 5 and 6 oils require preheating.

### Requirements for preheating

For all practical purposes the preheating temperature and atomizing temperature are identical. In order to preheat any oil properly three characteristics should be known: the viscosity of the fuel oil, the proper atomizing temperature, and the flash point.

**Viscosity:** Unfortunately, few indus-

trial purchasers have facilities for determining viscosities and rely upon the supplier for this information.

**Atomization temperatures:** For good combustion, engineers usually set a certain viscosity which the oil must have to obtain the best atomization. As most Nos. 5 and 6 oils have a high viscosity, the preheating temperature should be one to bring the viscosity to this optimum point. The desired viscosity after preheating varies from 100 to 200 seconds Saybolt Universal. A commonly used figure is 150 seconds. Table IV shows the temperature to which oil must be heated to obtain the proper viscosity for atomizing.

The type of burner and method of atomizing will also have some bearing upon the preheating temperature. If steam atomization is employed with inside mixing, a lower preheating temperature may be used, since heat will be received from the steam in the mixing chamber.

If air is used for atomizing, the oil must be preheated somewhat more, since the air will cool the oil. With mechanical burners, the oil must be lower in viscosity, requiring a higher preheating temperature. □□

Table IV—Preheating Temperatures To Obtain Suitable Viscosities for Atomizing

Viscosity of Oil In S.S.U. at 100°	Temperature, Deg. F. to Obtain Viscosity of		
	100 S.S.U.	150 S.S.U.	200 S.S.U.
100	100	80	70
150	120	100	90
200	135	110	100
300	150	128	115
400	160	138	128
500	170	145	133
750	185	160	147
1000	190	168	155
1200	200	175	160
1500	205	180	168
2000	215	190	175
2500	220	195	182
3000	225	200	187
3500	229	205	190
4000	235	208	194

# End these steam trapping problems!

1. High maintenance cost

2. Too many sizes and pressure ratings

3. Steam blowing on light load

4. Limited installation space

5. Pressure variations

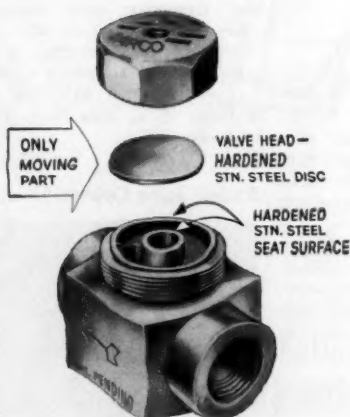
6. Corrosion

7. Air binding

8. Freezing

## HERE'S HOW...

## with the versatile Sarco TD Thermodynamic Steam Trap



### ONLY 3 PARTS SIMPLE—TROUBLE-FREE

All parts machined from stainless steel bar stock. Only moving part—a solid hardened stainless steel disc—practically wear-proof.

No mechanism—the kinetic energy of steam closes the valve. No narrow channels to choke. No gaskets to leak.

1. Practically eliminates maintenance—as shown, left, the TD has only 3 simple, rugged parts—all stainless steel. No mechanism . . . to wear or malfunction. Highly resistant to superheat, water-hammer, corrosive condensate.

2. One trap for all pressures—10 to 600 psi—for light or heavy loads. Self-adjusting—each size Sarco TD uses same large capacity seat for all pressures—without change or adjustment.

3. Won't blow steam on light loads—no prime to lose—no adjustments.

4. Small as a tee fitting— $\frac{1}{2}$ " size, for

example, only  $2\frac{3}{4}$ " long,  $1\frac{1}{4}$ " wide,  $2\frac{3}{8}$ " high.

5. Operates perfectly when pressure fluctuates—absolutely no effect from 600 to 10 psi! No water seal to evaporate. No adjustments.

6. Unaffected by corrosive condensate—made of stainless steel throughout.

7. No air-binding—discharges at steam temperature and vents air and air-steam mixtures at start-up and during operation.

8. Freeze-proof—self-draining when installed with outlet down.

### 60-DAY TRIAL CONVINCES

We will gladly send you a Sarco TD steam trap and strainer for 60-day trial. No cost or obligation. You buy only if completely satisfied. Advise size— $\frac{3}{4}$ ,  $\frac{1}{2}$ ,  $\frac{3}{8}$  or  $1"$ —and application. Sarco Company, Inc., Empire State Bldg., New York 1, N. Y.

2217-B

**SARCO** **Thermo-Dynamic** **STEAM TRAP**  
TRADE MARK

THE MODERN STEAM TRAP—THAT CAN DO MORE THINGS BETTER!

See other Sarco ad on Steam Traps, page 61

# NEWS

from the

## ALLIED TRADES

### Prosperity Names Brooks



WALTER E. BROOKS

The Prosperity Company, Inc., Syracuse, N. Y., has announced the promotion of Walter E. Brooks to manager of the advertising and sales promotion department. He replaces Frank H. Hanigan who has accepted a position with an Ohio firm. For more than five years, Mr. Brooks has served as Mr. Hanigan's assistant, in addition to editing Prosperity's house organ, "Prosperity Family News."

In his new post Mr. Brooks will handle advertising and sales promotion for Prosperity's laundry and drycleaning line.

### Morgens New P & G President

The Procter & Gamble Company, Cincinnati, Ohio, has elected Howard J. Morgens president. He succeeds Neil McElroy, who was recently appointed U. S. Secretary of Defense. Mr. Morgens will assume his new post October 1.

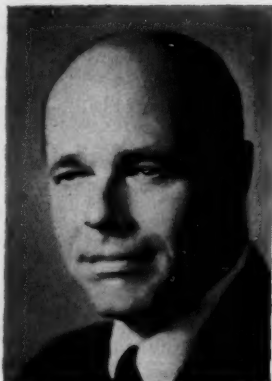
Mr. Morgens has served the firm nine years as vice-president, three as executive vice-president in charge of the larger portion of the company's operations in the United States. There will be no replacement of Mr. Morgens as executive vice-president.

After receiving his Master of Business Administration from the Harvard Graduate School of Business Administration, Mr. Morgens joined Proc-

ter & Gamble as a salesman in 1933. In 1934 he transferred to the brand promotion section of the advertising department and in 1946, after advancing through advertising and promotion work, was named manager of the advertising department. The same year he was made a member of the company's administrative committee. In 1948 Mr. Morgens was appointed vice-president in charge of advertising and two years later was named a member of the board of directors.

Commenting on Mr. Morgens' election, Neil H. McElroy said, "The company will be in strong hands under the new president. Howard Morgens has grown with the business, and will be surrounded and supported by what I believe to be one of the strongest industrial organizations in the country."

### Bowdoin to Nicholson Board



GEORGE E. BOWDOIN

The directors of W. H. Nicholson and Company, Wilkes-Barre, Pa., recently chose Colonel George E. Bowdoin, assistant to the chairman of the board of the Worthington Corporation of New York, as a director of the company. The new director succeeds the late James B. Robinson.

In announcing the election S. R. Nicholson, chairman of the board, stated that the company was fortunate in obtaining Colonel Bowdoin's services, with his background of many

years of experience in manufacturing and sales in the field of laundry, drycleaning and pressing equipment. Nicholson recently entered this field with the acquisition of exclusive rights to the production and distribution of Hoffman laundry, drycleaning and pressing equipment.

In 1930 Colonel Bowdoin joined the U. S. Hoffman Machinery Corporation as a vice-president in charge of sales, after having held various executive positions with the American Hammered Piston Ring Company and the Campbell Metal Windows Corporation. He was elevated to executive vice-president of Hoffman, and later became president. Colonel Bowdoin resigned in 1954 due to a change in ownership of Hoffman.

### Pantex Sales Increase

Norbert H. House, president of Pantex Manufacturing Corporation, Pawtucket, R. I., has announced that deliveries for the first six months of 1957 have topped sales for the same period last year by 10 percent. Continued emphasis is being placed on the development of new products and expansion of sales activities.

After-tax earnings to be reported will be about \$1.80 per share for the first six months. To date, holders of common stock have received two 10-cent cash payments and a 3 percent stock dividend.

### Gibraltar Adds Dye Section

Gibraltar Fabrics, Inc., has installed a new dyeing department in its Brooklyn, N. Y., plant. This is another step toward the vertical production of Gibraltar nylon nets from raw yarn to finished product. The knitting department was completed last year.

With in-plant designing, knitting, dyeing, cutting, sewing and testing facilities centralized, service will be expanded and speeded.

### Cowles Men at Graduate School

During August Ray C. Johnson, sales manager of the laundry chemicals department, Cowles Chemical Company, Cleveland, Ohio, with two other Cowles sales executives participated in an executive development program at Rutgers University. This was the fifth annual graduate school of sales management and marketing to be sponsored by National Sales

Executives, Inc., at Rutgers. The graduate work is designed to help prepare men to meet and overcome the complex problems of modern distribution. At the conclusion of the course, diplomas are issued jointly by NSE and Rutgers University.

### Cochrane Elects Denton



JOSEPH R. DENTON

Joseph R. Denton has been elected to the post of vice-president, New York district sales, of Cochrane Corporation, Philadelphia, Pa. The announcement was made by T. E. McBride, president of Cochrane.

Mr. Denton is a chemical engineering graduate of Georgia Institute of Technology. He was formerly associated with Calco Chemical Division of American Cyanamid Company, and thereafter spent several years in the New York office of Worthington Corporation as a sales engineer. He joined Cochrane Corporation in 1954 as manager of its New York district sales office.

### Andell Joins Cowles



JOSEPH A. ANDELL, JR.

Joseph Arthur "Tiny" Andell, Jr., is the new Cowles technical man in the Baltimore-

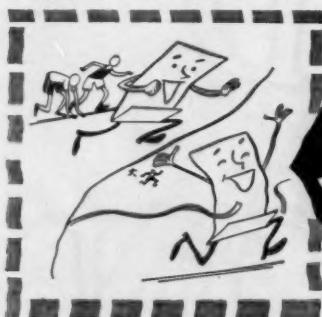
# HOW LONG SHOULD AN APRON LAST?

A debatable point! But there's no question about *ROCKWEAVE* #3 duck apron. Weight for weight, this apron lasts far longer than any other, performs better, gives much greater satisfaction. This better performance is due, primarily, to its **550-POUND TENSILE STRENGTH** in the warp. *NO OTHER APRON OF THIS WEIGHT OFFERS THIS STRENGTH. Therefore, NO OTHER APRON CAN LAST LONGER. CHECK THESE GREAT ADVANTAGES!* • Less shut-down time! • Less replacement cost! • Fewer tears, less slippage, less buckling! *GREATER SAVINGS IN TIME, LABOR, MONEY!* For swatch samples and further information, call your local **ROCKWEAVE** distributor or contact Callaway Mills, Inc., 295 Fifth Avenue, New York 16, N. Y.

**Not a powder—not a grind.**  
**Spra** miniature beads of wax

packed in 8 oz. polyethylene tubes,  
the exact amount required to properly  
lubricate a 120 inch ironer

Order through your supply house  
**VICTOR ZOZ CHEMICAL CO.**  
1218 N. Marshall Street  
Philadelphia 22, Pa.



**FASTEST IN MARKING...  
FASTEST AT CHECKING OUT**

**Polymark**

**The world's finest  
temporary  
marking machine**

**Pinnacle Products Corp.**

188 Terrytown Rd.  
Elmsford, N. Y.

**✓ CHALLENGE**  
**Tumbler**

**PRE-CONDITIONS**  
2400 lbs. Per Hour

**FULLY-DRIES**  
800 lbs. Per Hour

**AUTOMATIC OPERATION**

**CHALLENGE MANUFACTURING CO.**  
7400 East Bandini Blvd., Los Angeles 22  
Telephone: RAymond 3-1301

**BULLDOG LINE**  
**Metal Press Pads**

- FLAN-L-TEX
- METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

**X. S. SMITH**

INC.

RED BANK  
NEW JERSEY

Washington area. His appointment was announced recently by W. J. Sleicher, manager of the laundry chemicals department, Cowles Chemical Company, Cleveland, Ohio. Mr. Andell will be under the direct supervision of Cliff Philip, and will make his headquarters in Washington.

Mr. Andell has been associated with the laundry industry for over 10 years. Before joining Cowles he managed the Memorial Hospital laundry in Pawtucket, R. I.

**Forse Acquires  
Clothes-A-Clean**

The Forse Corporation, Anderson, Ind., has announced acquisition of all engineering, manufacturing and sales activities of the Clothes-A-Clean Mfg. Corp. of Miami, Florida. An announcement by Forse president H. Don Forse states that the Clothes-A-Clean washers and extractors have already been integrated with the present Forse line of drycleaning and laundry equipment.

**Hild Appoints Jackson**

Robert E. Jackson has been appointed Midwest sales manager by Hild Floor Machine Company, Chicago. According to Joseph Roti, president, the company increased its production capacity 100 percent by its move to 1217 W. Washington Blvd. and launched a large

national advertising campaign. "This made it necessary," Mr. Roti stated, "to strengthen our merchandising and selling organization substantially, and with Mr. Jackson's broad experience we are now planning to double our sales force."

**Jensen Anniversary**

The Jensen Manufacturing Company is celebrating this year the fiftieth anniversary of the business. The company plans to hold a sales, service and exhibit clinic at its headquarters in Palmyra, N. J., on October 18, 19 and 20.

**Canadian Cochrane  
Headquarters**

Cochrane Water Conditioning Limited, a subsidiary of Cochrane Corporation, Philadelphia, Pa., has announced the establishment of permanent headquarters in its new building at 1355 Martin Grove Rd., Toronto, Canada.

The company provides complete facilities for the sale, engineering design, manufacture and field service of its industrial water-conditioning products.

Cochrane Water Conditioning Limited also maintains offices in Montreal and Winnipeg and is represented in the Province of British Columbia by C. C. Moore and Company, Vancouver.

**NEW PRODUCTS AND LITERATURE**

*Continued from page 6*

r.p.m. with less than a 15 ampere input.

For further details write Laundry Equipment and Engineering Company, 6120½ N. Northwest Highway, Chicago 31, Ill.

**New Static Control**

The latest addition to the Simco Company's line of static-eliminating equipment is called the Super Service Static Bar. Square in cross-section and totally encased, this bar is said to require only an occasional brushing or blowing off of the points. Because of its construction, nothing can fall inside the bar to short-circuit it internally.

The Super Service Bar is a general-purpose static bar and is made in two cross-sectional sizes: ½-inch square in short and medium lengths up to 60 inches, and 1¼ inches square in spans up to 12 feet.

A complete static-eliminating

system consists of one or more static bars connected to a power unit operating from AC service. The bars are mounted across a machine in locations selected so that the material to be discharged passes near but does not touch the bars.

The Super Service Static Bar replaces the company's Channel Static Bar.

Further information is available from The Simco Company, 920 Walnut St., Lansdale, Pa.

**YOUR REQUEST**

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention **STARCHROOM LAUNDRY JOURNAL**.

## New Andrews Truck Body



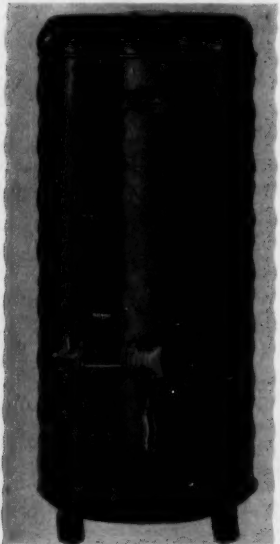
A new forward control and parcel delivery body has been announced by the Andrews Trailer and Body Co. It is designed for mounting on all makes of chassis.

John Andrews, secretary and treasurer of the firm, states that the body is available in identical design for either aluminum or steel. He also pointed out that the 1/8-inch-thick aluminum side sheets have a high resistance to dents, yet the over-all weight of the body is equal to the lowest on the market.

Paul Andrews, president, noted that the prepunched riveted airplane-type construction is used in both the aluminum and steel bodies, making replacement of accident-damaged component parts simple and inexpensive.

Additional information is available from Andrews Industries, 7901 Alabama Ave., St. Louis, Mo.

## New Gas Water Heater



An automatic gas water heater featuring a copper-nickel alloy tank has been introduced by Ruud Manufacturing Company, Kalamazoo, Mich. Called the Copper Nickel Sanimaster, it is designed for use with natural, mixed, manufactured and LP gases. The copper-nickel tank of this Model CST 80-80 has been engineered for aggressive corrosive waters, the com-

pany states, to assure rustfree hot water. It is approved by the American Gas Association as an automatic storage water heater and as a circulating tank water heater.

The Sanimaster can be installed singly or in multiples for single or two-temperature operation. The unit occupies a floor space of only 30 by 30 inches and is 63 inches high.

More detailed information may be obtained by writing to the manufacturer.

## Free Slide Rule Available



Steiner Company, 740 Rush St., Chicago, Ill., is currently emphasizing the economical features of its line of washroom service dispensers through a national promotional program.

To back its suggestion to "figure your savings," the company is offering a pocket-sized, plastic slide rule, free upon request.

Miss Pat Lee is shown with a giant model of the pocket slide rule. In addition to the rule, a pin-up photo of Miss Lee is also available from Steiner Company.

## New Zipper Aid

To put an end to stuck or stubborn zippers, a new product, Zip-Eze, has been introduced. A silicone-base lubricant, Zip-Eze is said to have proved a good impulse buying item at call offices.

The product is packaged in a small pink plastic tube with nozzle dispenser. Individually carded and punched for rack display, Zip-Eze is packed one dozen to a self-display box for additional sales convenience.

Distribution of the product to jobbers is through Beco National Sales, Inc., 1315 Harmon Place, Minneapolis, Minn.

## New Small-Boiler Brochure

A new 18-page color brochure describes and illustrates the "overdrive" principles and features of the Eclipse vertical

Invest in Future Volume  
with the "TIME-TESTED" cabinet

## Darman Deluxe



IMMEDIATE  
DELIVERY

\$24.00 each  
F.O.B. Utica

Now

Available in marine blue  
or white

## DARMAN

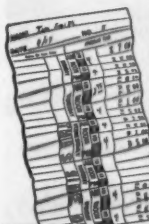
MANUFACTURING COMPANY, INC.  
1410 Lincoln Ave., Utica, N. Y.

WASH  
OUT  
LOST  
TIME!

Lathem

TIME  
RECORDER

Lost time eats up laundry profits. Eliminate this loss  
by reducing tardiness inexpensively with a  
Lathem Time Recorder.



LATHEM TIME RECORDER CO.  
92 Third St., N.W., Atlanta, Georgia

Gentlemen:

Please send me full information on the Lathem  
Time Recorder. I understand there is no obligation  
on my part.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# STATIC!

Sometimes, it's murder! Yet, the SIMCO "Midget" guarantees to eliminate all static from laundry room machinery . . . completely, safely, and at low cost. Write for information.

**the SIMCO company**  
920 Walnut Street, Lansdale, Pa.

gas-fired, fire-tube 1- to 50-b.h.p. Steamboiler plants. Cut-away photos, drawings and diagrams show how extra-large boiler shell, increased number of small-diameter fire tubes and other special design features of the Eclipse boilers contribute to fuel savings, improved handling of peak loads, reduced maintenance and long service life. The full line of packaged automatic Eclipse Steamboiler plants is included.

Three distinct automatic control systems are shown. Available arrangements include oil and combination gas-oil firing as well as gas. A large table shows output, input, dimensions and specifications for 21 different boiler sizes.

For a free copy request Bulletin No. A-111, Eclipse Fuel Engineering Company, 1100 Buchanan St., Rockford, Ill.

### Bulletins on New Detergent

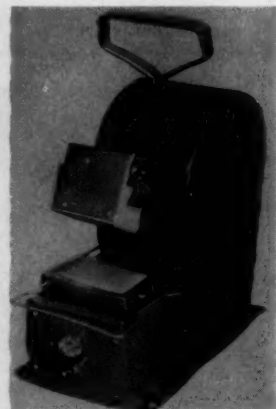
Two informative two-page bulletins covering the use of a recently developed detergent compound based on a high anhydrous silicate content have been issued by Diamond Alkali.

Entitled "How Suspension Fits Into Your Laundry Pic-

ture," each bulletin highlights the features of the detergent compound and gives three washing formulas, for use in linen supply in one bulletin and in industrial work in the other.

Copies are available to wash-room superintendents and plant managers on request to Diamond Alkali Company, Silicate, Detergent, Calcium Division, 300 Union Commerce Bldg., Cleveland 14, Ohio.

### For Hard-To-Mark Items



The National Marking Machine Company has introduced

### BOCK-O-MATIC 85

85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

**BOCK**  
**LAUNDRY MACHINE CO.**  
TOLEDO 2, OHIO



10, 15, 25, 50, 85 LB. EXTRACTORS

a new machine designed to complete full identification of laundry. This machine, known as the "Tagzon," is a small unit designed to attach permanent thermoplastic-backed tags to pieces that cannot be properly identified. These pieces would be said to be much faster than the conventional method of using flags and pins.

The applied Tagzon tags provide a light area on which the permanent invisible marking or black ink marks can be placed. This system of permanently identifying hard-to-mark pieces is said to be much faster than the conventional method of using flags and pins.

The Tagzon tags are furnished 500 to a box. For further details write to the National Marking Machine Company, 4026 Cherry St., Cincinnati 23, Ohio.

### New McDonnell Folder

To aid in the selection and application of McDonnell controls for high-temperature hot water installations, a new four-page engineering folder has been published by McDonnell & Miller, Inc.

This new folder uses diagrams to show how McDonnell pump controls, water feeders and relief valves are used in high-temperature systems; it also contains brief selection tables.

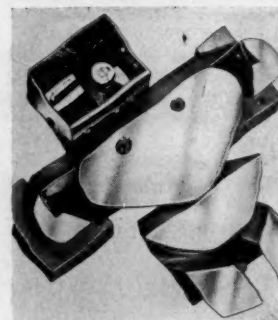
To get a copy of this new

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

folder write directly to McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill., and specify "McDonnell Controls for High Temperature Hot Water Installations."

### New Bishop Layback Collar-Former



An enthusiastic industry reception has greeted Bishop David Freeman Company's recently introduced new "Layback" method of collar finishing, shaping and shirt packaging, according to David A. Freeman, president of the Evanston, Ill., manufacturing firm.

Advantages of the unit claimed for laundry management include improved quality, achieved through a smooth, neck-fitting shape, with almost complete elimination of rough-dry seams, buckling, crow's-feet and "breakover" of collars. Second, the Layback collar permits the laundry to produce a truly modern collar styling. Also, according to the manufacturer, the new unit's improved quality and styling give the industry a potent sales weapon to advertise and promote. Mr. Freeman also states that the Layback method increases shirt unit production and presents the opportunity for substantial packaging economies.

**BEST!**

**FOR QUICK-SERVICE PLANTS**

Key-Tag's Model A-15

## FLAG CHECKING SYSTEM



**3-WAY CHECK!**

1 BY COLOR  
2 BY NUMBER  
3 MECHANICAL  
CODE LOCK MAKES MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

**FLEXIBLE—FITS YOUR PRESENT SYSTEM**  
WRITE TODAY FOR FREE FOLDER

**KEY-TAG CHECKING SYSTEM CO.**  
6505 HOUGH AVE., CLEVELAND 3, OHIO

The Bishop David Freeman Company also claims benefits for workers through increased production without detriment to quality, and reduced worker fatigue.

Customer benefits include a stylish shirt, more comfortable to wear, taking up to 50 percent less drawer and suitcase space.

The unit's maker advises that principal features distinguishing the "Layback" collar are triangular rather than round shape; well-rounded corners; 40 degree angle of layback, permitting flat packaging and a spring back to semi-stand-up setting when packaging is removed; greater neck freedom and greater neckband smoothness.

The company claims the advantages listed are due to several exclusive features. The collar forming is done by four scientifically shaped and highly polished "blocks," each with a special heater. Capacity to generate as much as 440 degrees of heat is claimed. The unit is factory preset to provide 275 degrees, in order to mold collars firmly and prevent crushing. The manufacturer states that a thermostatically controlled heat regulator permits the user to select the correct heat according to climate, degree of extraction and speed of operators.

Other exclusive features reported are metal "leaves" or extensions on the two side blocks to provide ironing completely across the neckband in back, and a heated yoke plate to furnish extra smoothing and drying of yoke and seams where the wearer's neck is touched.

The maker advises that the Layback Collar-Former is available in two types: "Change-A-Block" Assembly, consisting of four blocks, yoke plate, ther-

mostatic heat regulator, collar guide and terminal connection, to fit on existing collar-mold mechanisms; or the complete unit, including mechanism, ready to mount in shirt folding tables. The former type is shown.

Models for all makes and types of shirt tables are listed in the company's literature. Full details may be obtained by writing Bishop David Freeman Company, 1600 Foster Ave., Evanston, Ill.

#### Microfilm Imprinter



To provide definite proof that documents have been microfilmed the Recordak Corporation has developed an accessory printer for marking documents as they run through a microfilm. Known as the Recordak Fine Line Printer, the new accessory prints a fine line across the face or the back of every document. Clerks can simply thumb through a batch of documents to make sure that every item has been filmed.

The device also provides an automatic audit. The predetermined number of items, as indicated on a covering sheet, can be checked against the automatic counter on the microfilmers. The printer can be used only with the Recordak Reliant Microfilmer.

Complete information on the device is available from Recordak Corporation, 415 Madison Ave., New York 17, N. Y.

## Obituaries

**Fred C. King**, 84, founder of State Laundry, Portland, Oregon, died recently. Mr. King had served on the state board of vocational education and on the state apprenticeship council. He was a member of Roosevelt Masonic Lodge. Surviving are his wife and daughter.

**Henry I. Moore**, 72, former operator of a laundry establishment in Lansingburg, New York, died recently. A native of Troy, Mr. Moore was associated with the shirt industry in that city for many years. He is survived by his wife and son.

**Robert Strack**, 74, former operator of a laundry in Jersey City, New Jersey, died recently. Mr. Strack was a native of New York City and had lived in Secaucus, New Jersey, thirty-three years.

## Convention Calendar

**Massachusetts Laundryowners' Association and New England Linen Supply Association Combined Fall Meeting, Equinox House, Manchester, Vermont, September 19-22, 1957**

**Georgia Launderers and Cleaners Association Biltmore Hotel, Atlanta, Georgia, October 2-3, 1957**

**Institute of Industrial Launderers Statler Hotel, Los Angeles, California, November 4-8, 1957**

**Indiana Dry Cleaning & Laundry Institute, Inc. Severin Hotel, Indianapolis, Indiana, November 8-10, 1957**

**Maryland, District of Columbia and Virginia Laundryowners Association Midwinter Meeting, Shoreham Hotel, Washington, D. C., December 2-3, 1957**

**Mississippi Laundry and Cleaning Association Robert E. Lee Hotel, Jackson, Mississippi, December 7-8, 1957**

**Canadian Research Institute of Launderers and Cleaners Sheraton-Mount Royal Hotel, Montreal, Quebec, Canada, January 13-14, 1958**

**National Institute of Rug Cleaning Sheraton Hotel, Philadelphia, Pennsylvania, January 13-16, 1958**

**National Institute of Drycleaning (No Exhibit) McAllister Hotel, Miami, Florida, January 15-18, 1958**

**Louisiana Laundry and Cleaning Association Bentley Hotel, Alexandria, Louisiana, January 24-26, 1958**

**New Jersey Laundry & Cleaning Institute Essex House, Newark, New Jersey, January 25, 1958**

**Texas Laundry and Dry Cleaning Association Hilton Hotel, San Antonio, Texas, January 31-February 2, 1958**

(1¢)

"Every time I use a

# CAMELFORM

THERE'S 2¢ MORE IN THE BANK!"

\*that's what laundries tell us!

write

## CAMPBELL BOX & TAG COMPANY

Main & Storch Streets • South Bend 23, Indiana  
or your laundry supply jobber.

**MR. LAUNDRY EXECUTIVE:**

# **OFFERING, ADDING OR EXPANDING A DRYCLEANING SERVICE?**

If you now offer, or plan to add or expand a dry-cleaning service—you need

**NATIONAL CLEANER & DYER**

Leader in the Drycleaning Field Since 1910!

Just as STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundrying, NATIONAL is the authority in drycleaning.

Every page in every issue of NATIONAL is geared to helping drycleaners get more business, process it better and make more money. In every issue—specialized 100% in drycleaning only—you'll find solutions to day-to-day problems . . . case histories from all over the country . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

**DON'T MISS THESE ARTICLES IN THE NEXT ISSUE OF NATIONAL!**

**HOW TO FINISH HOUSEHOLD ITEMS**—complete with down-to-earth tips on plant layout

**HOW TO SET UP A SEPARATE ALTERATION DEPARTMENT**—another money-maker

**HOW TO MARK INCOMING WORK**—dual marking system that brings order and profits into drycleaning

**BETTER STORAGE VAULT INSULATION**—new type is easy, cheaper to install and maintain

Because you're a paying subscriber to STARCHROOM LAUNDRY JOURNAL,

**YOU CAN GET NATIONAL AT A BIG 50% REDUCTION IN PRICE!**

Your subscription to NATIONAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, to be a top success in drycleaning, you need the industry's leading magazine. Just clip and mail the handy coupon today!

**TO: NATIONAL CLEANER & DYER 305 East 45th Street, New York 17, N. Y.**

Please enter my one-year subscription to NATIONAL at the special price of only \$2.00.

We operate commercial drycleaning equipment on the premises (please check): ☐

The undersigned is      Owner of the Company ☐      Employee ☐

Remittance enclosed ( )      Send bill ( )

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Individual \_\_\_\_\_ Title \_\_\_\_\_

# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us. Rates are net; not commissionable.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 305 East 45th St., New York 17, N. Y.

## LAUNDRIES AND CLEANING PLANTS FOR SALE

Complete small laundry in center of fast-growing Virginia town for sale. Wish to retire. Room for expansion and drycleaning. ADDRESS: Box 1201, STARCHROOM LAUNDRY JOURNAL. -2

Modern laundry and drycleaning plant. Excellent location fast-growing San Francisco peninsula, grossed \$300,000 in 1956. Owner retiring. ADDRESS: Box 1465, STARCHROOM LAUNDRY JOURNAL. -2

PROFITABLE LINEN SUPPLY & FAMILY WORK PLANT, grossing over \$100,000 yearly, capable of doubling sales volume, can be had at sacrifice price due to illness of owner. 3 well-established routes. Growing territory in Upper N. Y. Will consider \$25,000 cash, balance on terms. ADDRESS: Box 1565, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY AND DRYCLEANING PLANT: Fur cleaning, cold storage, and rug shampooing. Buildings and real estate. Equipment in good condition. Established 28 years. Only commercial laundry in 25 miles. By family to settle estate. Contact William Christman, Modern Laundry and Dry Cleaning Co., Bluffton, Ind. 1572-2

For Sale—Drive-In package One-Hour laundry and cleaning plant doing \$1,500.00 per week. Located in industrial city of Virginia. Very profitable operation cost \$75,000.00 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed.

For Sale—One-Hour package cleaning plant doing \$800.00 per week, main street location with parking area. Completely remodeled in 1956 at cost of \$18,000.00. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia.

For Sale—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed.

These three plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Va.—Phone 2-2156. 1548-2

LAUNDRY, DRYCLEANING, STORAGE PLANT. Good industrial city in southern New England. Opportunity for young man. Doctor orders owner to retire. ADDRESS: Box 1601, STARCHROOM LAUNDRY JOURNAL. -2

Small newly equipped laundry in Michigan, 3 years old, gross over \$34,000. Total price \$26,000—only \$7,000 down, financially sound, good profit, only 4.5% on the balance. Excellent location. Personal family reasons for selling. ADDRESS: Box 1602, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: ONE OF FLORIDA'S LEADING LAUNDRY AND DRYCLEANING PLANTS. FOR FULL INFORMATION WRITE THE GUIDE, 316 PEACHTREE STREET N.E., ATLANTA 8, GEORGIA. 1603-2

Laundry and drycleaning plant, well equipped, own water system, located in good territory, good annual volume, cash or terms. WRITE: Box 466, Dunsmuir, Siskiyou Co., California. 1604-2

LAUNDRY AND DRYCLEANING: LONG ESTABLISHED BY ONE OWNER WHO IS OBLIGED TO RETIRE FOR AGE. LOCATED IN FLORIDA'S MOST BEAUTIFUL, HEALTHFUL AND RAPIDLY EXPANDING RESIDENTIAL, RECREATIONAL AND INDUSTRIAL NORTHEAST COASTAL AREA. BUSINESS NOT SEASONAL. GROSSED \$146,000—1956. NET EXCEEDS \$90,000. MARKET VALUE OF REAL ESTATE ALONE \$42,000. VERY LOW TAXES AND OPERATING COSTS. PRICE \$80,000, TERMS TO QUALIFIED BUYER. INSPECTION OF PLANT, INVENTORY AND RECORDS INVITED. FOR FULL INFORMATION ADDRESS: Box 1614, STARCHROOM LAUNDRY JOURNAL. -2

MODERN LAUNDRY AND DRYCLEANING PLANT—located in one of Texas largest cities, and Army center. Has routes, and outlets. Will discuss reason for selling and price with interested buyers. ADDRESS: BOX 1623, STARCHROOM LAUNDRY JOURNAL. -2

PHILADELPHIA SUBURBAN PLANT—Shopping center—\$1,900 weekly. Established two years. Finance with \$10,000 cash. AXLER COMPANY, 1321 ARCH STREET, PHILADELPHIA 7, PENNA. 1624-2

Laundry and cleaning plant, over 50 years successful operation same owner, located in western Kentucky, growing town 15,000, in area where two billions have been spent on 12 new plants—atomic, steam, electric and 5 chemical plants. Sites secured for additional plants. Unusual opportunity for younger man. Lease building. Health and age reason for selling. ADDRESS: Box 1629, STARCHROOM LAUNDRY JOURNAL. -2

Long-established family laundry, with or without real estate, serving metropolitan Boston. Gross volume \$283,000 of which 11% is drycleaning. Unusual opportunity for younger man. Ample room for expansion. Qualified buyer can be financed. ADDRESS: Box 1630, STARCHROOM LAUNDRY JOURNAL. -2

## HELP WANTED

MANAGER FOR INDUSTRIAL LAUNDRY—We have obtained five top-flight managers as a result of previous advertisements. We still need more men who have had managerial and operational experience in either the industrial laundry or linen supply industry. If you are aggressive and want to get ahead, communicate with NATIONAL INDUSTRIAL LAUNDRIES, 1100 Sherman Avenue, Elizabeth, N. J. 1406-7

ROUTE SUPERVISOR: For progressive plant near Chicago, 12 well-established routes in rapidly populating area. Must be able to train men, run contests, etc. State education, experience, and present salary. ADDRESS: Box 1555, STARCHROOM LAUNDRY JOURNAL. -7

ACCOUNTANT-BOOKKEEPER: for laundry and linen supply in up-state New York. Control, inventories and provide monthly operating statements. Prefer man experienced with A.I.L. method. ADDRESS: Box 1563, STARCHROOM LAUNDRY JOURNAL. -7

PRODUCTION MAN: Real opportunity as shift superintendent in large growing industrial laundry. Modern equipment and modern ideas will give you chance to show your ability. Give background, experience, salary expected. ADDRESS: Box 1567, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY DETERGENT SALES REPRESENTATIVE for New England area. Permanent position with promotional opportunity. Excellent employee benefits. Three or four years laundry experience or A.I.L. graduate preferred. Laboratory and field training provided. Write details of education, experience and salary desired. Address: Philadelphia Quarts Company, Public Ledger Building, Philadelphia 6, Pa. 1579-7

Delaware Valley, U.S.A., is growing. We are looking for a laundry production superintendent to grow with our plant. He must be married, draft-exempt and have a high school education. State experience, availability and anticipated earnings first year. ADDRESS: Box 1583, STARCHROOM LAUNDRY JOURNAL. -7

FOREMAN: Wholesale flatwork—production experience essential. State experience, background and salary desired. ADDRESS: Box 1589, STARCHROOM LAUNDRY JOURNAL. -7

Experienced shirt production man to manage shirt department consisting of four units in Dry Cleaning Plant, Northern New Jersey. ADDRESS: Box 1611, STARCHROOM LAUNDRY JOURNAL. -7

LAUNDRY SUPERINTENDENT—Splendid opportunity for qualified man capable of assuming production responsibilities—experienced in all phases of laundry operation and maintenance. Reply giving age and experience. Crystal Cleaners & Laundry, 702 E. Jefferson, Mishawaka, Indiana—Attention: Max Opperman. 1622-7

General manager with extensive experience in complete laundry and drycleaning operation. Salary up to five figures. State experience and prior employment record. ADDRESS: Box 1627, STARCHROOM LAUNDRY JOURNAL. -7

## HELP WANTED (Cont'd)

**LAUNDRY CONSULTANT:** Management consulting firm wants survey executive to inspect laundries, make cost and machinery studies and write reports. Must know laundry production. Limited travel. We provide car, good salary—career opportunity. Replies confidential. Submit resume Box 1416, 1501 Broadway, New York, N. Y. 1628-7

Sales manager for family laundry operating approximately 25 routes. The plant is a very modern one, offering drycleaning, laundry and specialties. Produces the best quality in the territory. Located in metropolitan New York City area. Starting salary \$8,000-\$12,000 depending upon qualifications. Very bright future for right person. Write Box 1631, STARCHROOM LAUNDRY JOURNAL. -7

## SITUATIONS WANTED

**MANAGEMENT,** veteran of 25 broad practical years of drycleaning-laundry experience (mostly production), background in business management and accounting, and college education. Wishes future devoted to exploring new and efficient methods of doing things, creative ideas and perspective planning, promotion and exploration. Would like associate with a respected and staid concern that seeks infusion. **ADDRESS:** Box 1576, STARCHROOM LAUNDRY JOURNAL. -5

**ADMINISTRATIVE EXECUTIVE**—Capable, ambitious young man, 11 years office and plant experience in multi-division industrial laundry, seek permanent administrative position with future potential. **ADDRESS:** Box 1578, STARCHROOM LAUNDRY JOURNAL. -5

**TOP FLIGHT LAUNDRY PRODUCTION MAN** available for permanent position or will accept limited number of temporary assignments to train operators and supervisors and establish modern methods. The past 10 years as demonstrator for the Prosperity Company. Please contact Joseph C. Applegate, 120 North McLean, Memphis, Tenn. 1600-5

Plant Manager—27 years experience all phases family, industrial or linen supply, desires position Florida or Colorado. 43 years old, married, no children. Production, methods and analysis specialist. **ADDRESS:** Box 1621, STARCHROOM LAUNDRY JOURNAL. -5

## CONSULTANTS

Surveys of complete plants, of single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT,** 745 Fifth Avenue, New York 22, N. Y. Tel: ELdorado 5-1353. 1612-25

## POWER PLANT EQUIPMENT FOR SALE

**FOR SALE: SKINNER UNIFLOW ENGINE** connected to G.E. 3-phase generator, 60 cycle A.C., at 200 R.P.M., rated 300 KW. Has a belted D.C. exciter 750 R.P.M. and 14 KW. **WESTINGHOUSE STEAM TURBINE** D.C. generator, 7845 R.P.M., deliver 100 KW. **ALLIS CHALMERS 75 H.P. ROTWIN AIR COMPRESSOR,** 290 C.F.M. like new. Inquire Columbian Laundry, 280 S. 12th Street, Newark, N. J., Market 3-5980. 1584-36

Two Ames Steam 80 HP. oil-fired boilers, 125 pound WP, very slightly used. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1592-36

**STEAM GENERATOR EXCELLENT CONDITION**—20 horsepower, low pressure—fully automatic. Can be seen in operation. Silberline Manufacturing Co., Inc., Stamford, Conn. Tel: DAvis 3-3109. 1620-36

**BOILER—ERIE CITY ECONOMY UNIT** 50 hp.—1 year old, complete with return system and Gilbarco oil burner. Champion Coverall Service, 14264 E. Nine Mile Rd., East Detroit, Mich. 1625-36

## MERCHANDISE FOR SALE

**MANUFACTURER SELLING OUT SURPLUS** 24 x 36 NYLON NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 1582-45

## SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive DAVOTEX process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 654-13

## CARDING WIRE

**CARDING WIRE:** For curtain and blanket stretchers. **G. W. ROBINSON CO.,** 36 Pleasant Street, Watertown, Mass. 3240-38

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Records the marks used  
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## PROFESSIONAL NOTICES

**CARRUTHERS' BULLETIN**—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

## REPAIRS — PARTS — SERVICE

**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1224-37

## MACHINERY WANTED

**WANTED, MONEL METAL WASHERS,** all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS, Box 874, STARCHROOM LAUNDRY JOURNAL.** -3

54", 50" and 48" Notrux extractors; 8- and 6-roll American or Troy ironers. Highest prices paid! **ADDRESS, Box 1414, STARCHROOM LAUNDRY JOURNAL.** -3

## MACHINERY FOR SALE

**IMPERIAL LAUNDRY MACHINERY COMPANY,** 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54 x 120" 9-pocket stainless washer; American Cascade 42 x 84" washer; Troy 42 x 72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42 x 90" tumbler; Huebsch 36 x 30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30 x 48" petroleum unit with filter, still, etc.; brand-new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 1164-4

**IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585, has late type Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 1165-4

**IMPERIAL LAUNDRY MACHINERY CO.,** 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 1166-4

**IMPERIAL Laundry Machinery Co.,** 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 1167-4

**SURPLUS EQUIPMENT OF FINE LAUNDRY & DRYCLEANING MACHINERY** from SEVERAL PLANTS AND INSTITUTIONS. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER, American 6-roll 120" FLATWORK IRONER, 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets; 42 x 96", 3 pockets; 42 x 96", 8 pockets; 30 x 30" American Cascade MONEL WASHERS; 24 x 36" American Cascade MONEL WASHERS; American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS; American 48" MONEL OPEN-TOP EXTRACTORS, 30" copper starch EXTRACTOR, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a NUMBER OF OTHER ITEMS too numerous to mention in this issue. **WRITE, WIRE OR 'PHONE:** Sole liquidator: **WILLIAMS LAUNDRY MACHINERY,** 37-37 9th St., Long Island City 1, N. Y., **STILLWELL 6-6666.** 790-4

42 x 84" Troy and Smith-Drum Monel washers, 2-pockets, 2-doors. Machines running in a local hospital, can be inspected. **SPECIAL PRICE \$1,995 each.** Washers motor-driven, guaranteed in good running condition. Excellent buy. **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-37 9th Street, Long Island City 1, N. Y. **STILLWELL 6-6666.** 872-4

9 Huebsch or American Zone-Air open-end tumblers, AC 220 volt, 3 phase, 60 cycle, practically new. Available, immediate sale. **Special price \$225 each.** **ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL.** -4

1 Hedron Ruffle Ironer, 115 Volts, A.C. or D.C. foot rheostat control, hardly used. The Amy Company, 10321 Jasper Ave., Cleveland 11, Ohio. 1492-4

**ASHER ironers** 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

## MACHINERY FOR SALE (Cont'd)

**SIX-ROLL AMERICAN 120" IRONER,** rebuilt and guaranteed, like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1271-4

**48" AMERICAN OPEN-TOP EXTRACTOR,** in excellent condition. **Talley Laundry Machinery Co., Greensboro, N. C.** 1272-4

**26" HUEBSCH HANDKERCHIEF IRONERS** with buffers, like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1267-4

**36 x 54 AMERICAN CASCADE WASHER,** Monel metal, 2-pocket, 2-door rebuilt and guaranteed. **Talley Laundry Machinery Co., Greensboro, N. C.** 1268-4

**PROSPERITY TWO-GIRL SHIRT UNITS,** rebuilt and guaranteed. **Talley Laundry Machinery Co., Greensboro, N. C.** 1269-4

**60" PANTEX-PERK DRYCLEANING UNIT,** two years old, excellent condition. **Talley Laundry Machinery Co., Greensboro, N. C.** 1275-4

**PROSPERITY 38" P. C. WEARING APPAREL PRESSES,** a real bargain. **Talley Laundry Machinery Co., Greensboro, N. C.** 1276-4

**UNIPRESS TWO-GIRL SHIRT UNIT,** rebuilt. **Talley Laundry Machinery Co., Greensboro, N. C.** 1277-4

**30 x 30 AMERICAN STAINLESS-STEEL WASHERS,** excellent condition. **Talley Laundry Machinery Co., Greensboro, N. C.** 1278-4

**36 x 30 HUEBSCH GAS-FIRED TUMBLERS,** like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1279-4

**HOFFMAN X MODEL PRESSES,** factory rebuilt. **Talley Laundry Machinery Co., Greensboro, N. C.** 1280-4

**COMPLETE STOCK OF REBUILT GUARANTEED LAUNDRY AND DRY-CLEANING MACHINERY.** **Talley Laundry Machinery Co., Greensboro, N. C.** 1281-4

5-Prosperity #25 fully automatic open-end washers with supply injectors. Bargain—2 years old. **TALLEY LAUNDRY MACHINERY COMPANY,** Greensboro, N. C. 1285-4

75"—American return ironer in A-1 condition—late model—low price. **TALLEY LAUNDRY MACHINERY COMPANY,** Greensboro, N. C. 1286-4

1—48" all stainless-steel open-top extractor—perfect shape. **TALLEY LAUNDRY MACHINERY COMPANY,** Greensboro, N. C. 1287-4

One late model Prosperity shirt unit with cabinet sleeve. Three Prosperity very late model thin head 2-girl shirt finishing units complete. Very low price. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1291-4

Two American 4-roll 100" flatwork ironers, excellent condition. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1293-4

One American 6-roll 120" flatwork ironer, recently rebuilt by American Company. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1294-4

Three 42" x 96" Hoffman Monel motor-driven washers, thoroughly reconditioned. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1296-4

Five new Troy 30" x 30" stainless-steel, motor-driven, 60-pound laundry washers. One Durabilt stainless-steel 36" x 36", 110-pound washer, perfect condition. Three Prosperity open-end stainless-steel laundry washers, never been used. **GARDNER MACHINERY CORP.,** Box 10001, Charlotte, N. C. 1297-4

Used 3 months—1 Hopkins 2-door Curtain-Blanket Drying cabinet w/motor, blower, heater and 2 Hopkins Standard Curtain Stretchers \$800; 1 Pantex L-60-FPR-LHD7 Press \$350; 1 Chandler R. I. Model Ruffle-Iron and 1 Chandler Hedron \$150; 1 New York 2-girl Shirt Unit with steam traps \$1,600. All prices f.o.b. Contact Washing Equipment Sales Co., 2516 Grand River Ave., Detroit 1, Mich. 1264-4

## NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 1st of the month in which the advertisement is to appear.

# MACHINERY FOR SALE (Cont'd)

**AMERICAN TILTOR 4-GIRL SHIRT UNIT.** THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

**48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS.** Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

**24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

**GASWAY IRONER, LATEST TYPE GAS HEATED CYLINDER 18 x 100", MOTOR DRIVEN, COMPLETE WITH AUTOMATIC CONTROLS. EXCELLENT MECHANICAL CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1075-4

**AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6858-4

**HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

**PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

**MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 984-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

**American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1538-4

**Hoffman model XC05, XC056 and XW12 presses, Cissell puffers, Cissell, cuff cleaners and sleeve finishers. Real values.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1539-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOF MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

**16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

**Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

**HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 20" HOFFMAN WITH MONEL BASKET.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

**AMERICAN FIVE LANE SPREADER AND FEEDER: Small-piece FOLD-MASTER, Small-piece conditioning tumbler with conveyor.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1531-4

**Unipress 55" tapered presses and mushroom presses. Ideal pants pressing unit.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1534-4

**Prosperity Power Circle, Model 454 tapered and 154 duck coat presses.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, New York. 1535-4

**Leaf Loggers and Pocketeers. Equal to new.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1536-4

**PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT.** Used less than one year. Equal to new in every respect. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1537-4

**30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

**40" TROY and TOLHURST, direct motor-driven and belt-driven extractors.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4755-4

**2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9948-4

**Hydractor with 4 sets containers. In excellent condition.** Cummings-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 1533-4

**For sale: One 4-roll 120-inch American F. W. I. serial 31140M31315 Hamilton Spring padding, vacuum attached, variable speed control, V-belt drive Schaub Quiktemp return system. This machine in operation—a bargain at \$3,500.** New Home Laundry Co., Bloomington, Indiana. 1605-4

**3 PRESS: UNIPRESS SHIRT UNIT WITH J. W. STEELE FOLDING TABLE, FORSE SLEEVE (NEW THIS YEAR) \$1,800. UNIPRESS HOTHEAD PANTS TOPPER \$225. 20 hp. SELLERS BOILER \$1,200. 20-INCH MOTOR MOUNTED EXTRACTOR \$295. RIBBON RITE, 6-CHARACTER MARKING MACHINE, LAUNDRY or DRYCLEANING, USED 4 MONTHS, \$30. J. V. CHRISTIANSEN, 2141 PLAINFIELD AVE., GRAND RAPIDS 3, MICHIGAN. TELEPHONE: Riverside 2-5145. 1606-4**

**Complete Laundromat equipment 8 months old, including 11 Westinghouse washers, hot-water heater, extractor, water softener. Worth \$8,500, will sell for only \$5,995. Can be financed.** Benson, Inc., Box 284, Wheeling, West Va. 1607-4

**3-42" x 84" SUPER LAUNDRY MACHINERY CO. all stainless two-pocket, 2-door, double-end, double motor-driven washers, 1-42" x 54" AMERICAN NORWOOD stainless, two-pocket, two-door, motor-driven washer. Chicago Used and New Laundry Equipment Co., 3128 W. Lake St., Chicago 12, Illinois, NEvada 2-2621. 1608-4**

**The patented Pil-O-Bar automatic feather cleaning and tick filling machine will make money for you and render a service to your customers. Clean feathers the easy way with electricity, no water or solvents. Investigate the Pil-O-Bar profit-making plan today. Write: Wichita Precision Tool Co., Inc., 450 N. Seneca, Wichita 12, Kansas, for complete details and information. 1610-4**

**8 roll AMERICAN FLATWORK IRONER without DC motor and controls —\$2,400. ADDRESS: Box 1613, STARCHROOM LAUNDRY JOURNAL. -4**

**One Ajax Cabinet Sleever, used 18 months. GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C. 1615-4**

**One Watts Super 36" x 120" cylinder ironer, excellent condition. GARDNER MACHINERY CORP., Box 10001, Charlotte, N. C. 1616-4**

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**Fantom-Master air drive 12 character invisible National Marking Machines, latest style, used only short time, complete with tables. Huebsch 20" hankie ironer complete with fluffer. American blouse unit of 2 presses in perfect condition. Silver Lining Laundry, 157 Riverdale Ave., Yonkers, N. Y. 1619-4**

**Henrici stainless steel washers—2-42 x 96, 3 pockets, 1-42 x 108, 4 pockets, 1-34 x 56, 2 pockets. Practically new. ADDRESS: Box 1618, STARCHROOM LAUNDRY JOURNAL. -4**

**PLANT LIQUIDATION—TWO-YEAR-OLD EQUIPMENT—3 Prosperity toppers, model 133-P.C., 5 Prosperity toppers, model 321 P.O., 1 Lynch 10 hp. air compressor, 1 National Marking Machine #8. Champion Coverall Service, 14264 E. Nine Mile Rd., East Detroit, Mich. 1626-4**

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# In The Wash...

## A Capital Idea

Dear Editor:

I noticed in the last STARCHROOM an article titled "If You Can't Lick 'Em."

This article suggested that we find ways to retexture the "miracle" items. Could you give me addresses of firms which are promoting this type shirt? Do you think that such firms would be willing to cooperate with the laundries to the extent that they would sell us their miracle product?

Your assistance in this matter will be highly appreciated.

CHARLES M. SMITH III  
Capital City Laundry  
Montgomery, Alabama

*The National Cotton Council, Box 9905, Memphis 12, Tennessee, would probably be the organization best qualified to answer your questions. A lot of cotton sizing is, of course, being done on the drycleaning side and some acrylic resins have been developed which are said to withstand 15-20 washings.—EDITOR*

## It Ain't the Heat...

To the Editor:

Read with much interest your article "20° Cooler Inside" in the August issue.

Will you please give us the name of the manufacturer, and their representative, that we may get further information on this subject.

JAMES F. POLAND  
People's Laundry  
Wilkes-Barre, Pa.

Gladly.—EDITOR

## Don't Get Took

To the Editor:

We do not know whether the following would be of any interest to other laundries, but we send it as a warning to others.

We had a certain person in [a traveling road] show bring in some laundry to be done, around the noon hour, and wanted it done in a hurry. We undertook to do this for her with the understanding that she wanted it finished, as she did not express otherwise. When she called for same, she claimed that she only wanted it washed, not finished, which evidently she knew would cost less. It appears to us that she makes a practice of this

wherever she may go in order to get her laundry all finished and only pay the unfinished price.

We do not think it necessary to add more, although we could, but think this sufficient to put others wise. If others have had the same experience, we would like to hear from them and what they did under the circumstances.

Vernon Steam Laundry &  
Dry Cleaners Ltd.  
Vernon, B. C., Canada

## Primer Goes Down Under

To the Editor:

The Research Institute is holding a Laundry Training Course early in October of this year, and has instructed me to procure 20 copies of your "Laundry Primer," comprising the series of articles which appeared monthly during 1952 in your *Journal*.

Would you therefore forward 20 copies of the above, and forward by post to reach us no later than the first week in October. We will leave it to your judgment to post by surface or air mail.

A. M. WILLIAMS  
Executive Officer

Research Institute of Launderers,  
Cleaners and Dyers of New Zealand

## Institutional Note

To the Editor:

Thank you very much for your letter and enclosed item ["Blanket Washing Tip" from laundry manager D. A. Fulwiler, Good Samaritan Hospital, Portland, Oregon] from the STARCHROOM LAUNDRY JOURNAL of December 15, 1956. We appreciate the interest you have shown in drawing this to our attention.

As you are no doubt aware, Dr. Calbeck of the Shaughnessy Hospital in Vancouver has been experimenting for some time on an effective means

### Let's Hear From You...

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor  
Starchroom Laundry Journal  
305 East 45th Street  
New York 17, N. Y.

of reducing cross-borne infection in the hospital ward, especially the staphylococcus type of infection.

The Institute's director of research, Mr. C. H. Bayley, M.A., M.A.Sc., of the National Research Council, is also keenly interested in this important subject of contamination of hospital blankets by pathogenic organisms.

I have passed on to him your letter and enclosure for his information.

M. D. DAECHSEL  
Executive Secretary and Treasurer  
Canadian Research Institute of  
Launderers and Cleaners  
Ottawa, Canada

## Centrifuge Use Questioned

To the Editor:

... I am interested in Mr. McCabe's article, "Don't Pour Money Down the Drain," appearing in the August issue ... when he states so absolutely "Screens are usually provided and are made of progressively finer mesh so that the majority of the solids in the wash water are kept out of the reclaimer. The only sure way of ridding the reclaimer of them is to use a centrifuge." I am sure that Mr. McCabe is aware of the fact that with over 1,000 preheater installations in the country, we believe that probably less than two dozen operate with the centrifuge that he mentions.

A. J. JACKSON  
Manager of Sales  
The Whitlock Manufacturing Co.  
West Hartford, Connecticut

Sorry, we should have said "one" instead of "only."—EDITOR

## Tracer Service

To the Editor:

In your July issue I was interested to see a letter from one of N.L.R.A.'s members, namely R. Frankenburg, director of Lyndale Laundries Ltd., giving details of his proposed visit to the States. I tried to contact him in the U.K. but he had already left. Could you kindly oblige by forwarding the enclosed letter to him, as I believe you know his Long Island temporary address.

R. E. B. R. HODRIEN  
British Launderers' Research Assoc.  
Hendon, England

Yes, gladly: 896 Bruce Drive, Wantagh, Long Island, N. Y.—EDITOR

# WORLD'S LARGEST UNLOADING WASHER



## Built by ELLIS for Maximum Economies

This giant 60 x 120 Stainless Steel Washer is another step in Ellis leadership . . . the first ever designed to deliver a record capacity of approximately 20,350 pounds of continuous towel-ing per 8-hr. shift, averaging about 1850 lbs. per load.

For this big machine, a shorter formula is set up than used on other units. Open-pocket action permits washing of larger loads in less time. Exactly 45 minutes is required to process one load . . . washing time is 33 minutes . . . loading and unloading time is clocked at 12 minutes.

The Washer is connected to a central supply system that delivers all washing supplies directly to the unit, metered and timed to a scheduled formula. The greatly increased capacity in minimum floor space, lowering operating and maintenance costs, and saving in man-hours, all make for plant efficiency and profits.

### SPECIFICATIONS:

Washer constructed of 18-8 Stainless Steel. Cylinder driven from both ends by 2 motors driven through two spiral drive units, electrically and mechanically connected for balanced torque. Three 16" dump valves, four 3" water valves, with continuous water manifold, all pneumatically operated.

### BUILT FOR ALL SIZE PLANTS

Ellis engineers design equipment for small or large plants, insuring maximum economies of operation.

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2444 NORTH CRAWFORD AVENUE

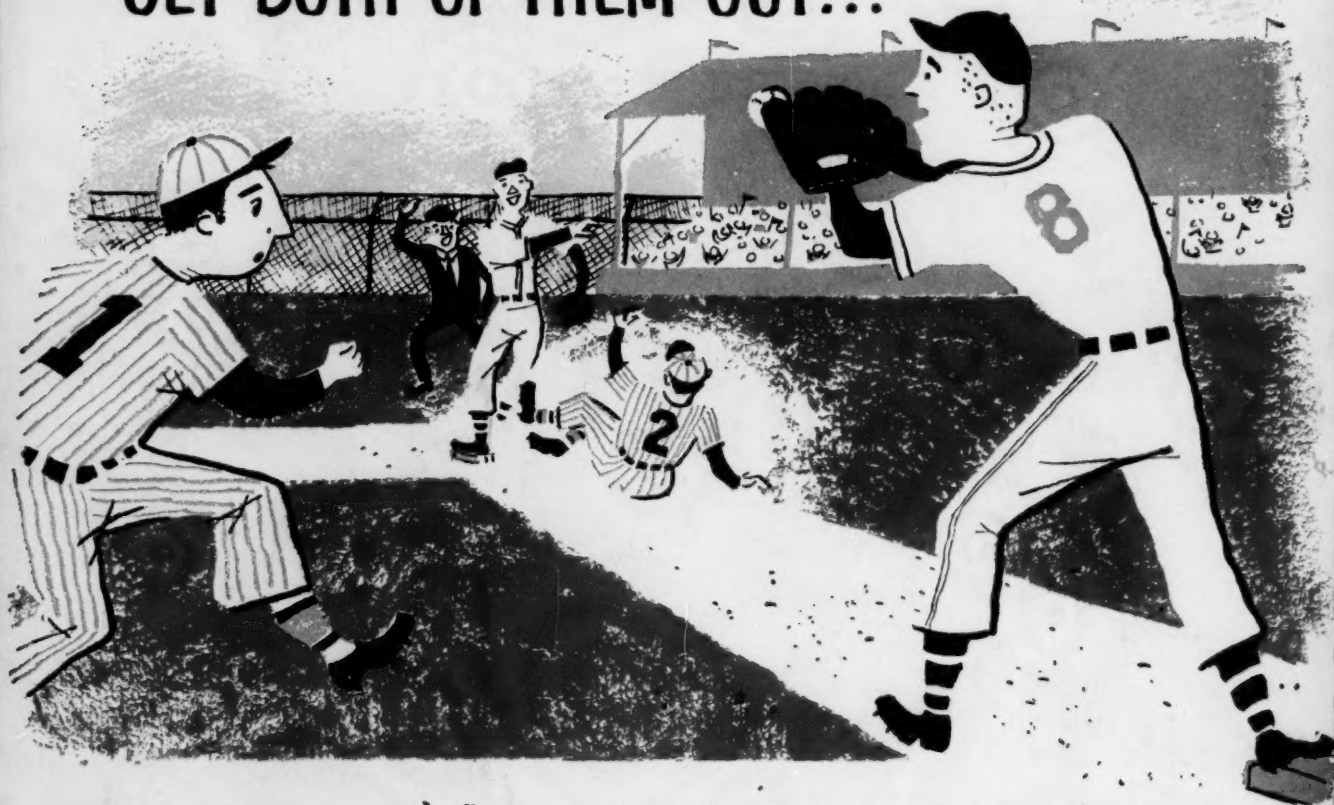
**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

### REPAIR PARTS—

We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company.

# GET BOTH OF THEM OUT...



You can work a double-play in your washing formulas, too  
Loosen Heavy Soil with

## *Cowles* **ESCOLLOID**

—on the break

gets rid of heavy soil right away—  
prepares the load for efficient, eco-  
nomical sudsing.



Let your Cowles Technical Man show you how simple it is to take the guesswork out of washing. Set up an ESCOLLOID-ESCOFOS Formula to handle everything in your plant—heavily soiled linen supply as well as lightly soiled commercial flat. No need to worry about falling suds or soap specks or redeposited soil. This ESCOLLOID-ESCOFOS Formula works whether you watch it or not.

Strip Out Lime Soap with

## *Cowles* **ESCOFOS**

—in the bleach

strips out imbedded, water-proof  
soap deposits—prepares the load  
for safe, thorough bleaching.

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